



# The Essential Guide to **Workplace Monitoring**

# Technology for a smarter, safer business

The implications of social distancing mean you need to know what's happening on your premises--where people are, what they're doing, and how close they are to each other. To make good decisions about safety and traffic flow, you need smart cameras that provide business intelligence. Here are several key reasons monitoring your workspace with smart cameras makes sense for small businesses.



## Reason #1: You can find out what's really going on

Businesses have used security cameras for years because they deter crime. But when you add intelligence into a camera, it can show you where people are, where they go, and what they're doing. The built-in intelligence in Cisco® Meraki® MV smart cameras includes:

- Motion heatmaps that display relative movement over time so you can see traffic patterns and trends.
- Object detection that shows you where people are, so you can see where they're congregating and where they linger.



## Reason #2: You can access video and analytics in the cloud

When you log into the browser-based dashboard, you can view video and manage your cameras. You can isolate events using intelligent motion search to quickly find important segments of video located within hours of recordings and access the built-in analytics. In the dashboard, you can:

- View video quickly with motion recap, which summarizes activity into a single image, so you don't have to scroll through a lot of irrelevant video to get answers.
- Set up and manage your cameras, and find, export, and share footage quickly and easily.
- Access the video analytics for object detection and motion heatmaps.



## Reason #3: You can gain insight into traffic patterns

Using motion heatmaps, you can gain insights about foot traffic. With this information, you can design the layout of your office, store, or manufacturing facility to optimize traffic flow and efficiency. In retail environments, you can change the arrangement of displays to maximize sales or adjust the layout of a waiting room or break space to improve customer and employee experiences. Insights from the analytics also can make it easier to adhere to physical distancing requirements and safety regulations.



## Reason #4: You can see where people linger

Using object detection, you can understand how many people are in your store or office, and where they are. You can see how long they stay in a given area, which in a retail environment gives you clues about the merchandise people spend the most time with and the displays that attract them. The more you understand about how people move, linger, and interact with merchandise and displays, the better you can optimize them for sales and merchandising. Video also can be a great training tool and give you insights into ways you can improve efficiency. In manufacturing or factory settings, information gained from video can be used to improve worker safety by understanding warehouse activity and where people are on the floor to optimize flow.



## Reason #5: You can solve problems in real time

Using an open API, you can integrate the MV smart cameras with other applications and workflows. For example, you can create custom alerts using the MV Sense API and combine these notifications with collaboration tools to solve problems in real time. Notifications can be sent to certain employees through Cisco Webex Teams™ and if people need to collaborate to solve a problem, they can use Webex to call or videoconference with other people with just one click.

## The state of workplace monitoring. Where are we now?

Understanding how people move around and interact in your space isn't only important for workflow, traffic monitoring, safety, and social distancing, it also can affect your bottom line. Many people simply won't visit a business if they don't feel safe:

**94%**

say stores need to have at least some health or safety measures in place to feel comfortable shopping again.<sup>1</sup>

**62%**

would stop shopping at a retailer not taking health and safety seriously.<sup>2</sup>

## Key questions and considerations for small business decision makers



### How is a smart camera different from any other security camera?

Like many cameras, Cisco® Meraki™ MV smart cameras record video, but they're easier to install, configure and manage. They don't require separate servers, storage, or software, which reduces complexity. Meraki smart cameras also have the same type of powerful processor that's on smartphones, which means they can provide powerful business intelligence.

By harnessing the power of video and machine learning, MV smart cameras can detect people within a frame. The ability to see what's happening is key to making changes that can improve processes, optimize work processes, and increase safety in your business. And the ability to detect people becomes more accurate over time because of machine learning. All of the analytics features are anonymized to ensure privacy while still providing the intelligence you need to make good decisions.



### I already have cameras at my business. What makes the Cisco products different?

The Meraki MV smart cameras connect wirelessly, so you don't have to run new cables to connect the cameras to your network. You don't need any special servers or software because everything is either built into the camera itself or in the cloud.

Updates to the smart cameras and Meraki wireless networking products are delivered from the cloud. And, it all happens in the background without the need for you to do any updates or refreshes to keep the products current. The Meraki dashboard simplifies operation of both the network and your smart cameras. You can configure, troubleshoot, and manage everything through a single centralized dashboard in the cloud. Or have your Cisco partner manage it for you.





### What about security and privacy?

Because video images can include sensitive data, the smart cameras offer video encryption and anonymization for privacy. All access to the camera is encrypted and it features strong access controls. The local video is also encrypted by default, which adds a final layer of security that can't be turned off. Because the MV smart camera stores the video directly on the camera, it removes the need for a network video recorder (NVR). This design simplifies installation and eliminates a network security vulnerability.

The Cisco Meraki MR series access points include enterprise-class security to safeguard your network from attacks, and Cisco Meraki MX security appliances include firewall protection, intrusion detection, and content filtering.



### How do I use alerts?

By configuring motion alerts, staff can be notified of suspicious activity. Or you can create custom alerts using the MV Sense API to monitor occupancy thresholds or potential safety issues. Smart cameras also can help keep your business compliant with regulations, reduce liability, and improve employee confidence in the safety of your workplace.

## A few final thoughts

When you combine the MV smart security cameras, Meraki wireless networking, and Webex collaboration, you have a complete solution for monitoring your workplace. Cisco and our network of partners work with you to help you connect, compute, and collaborate securely, so you can focus on what matters most—growing your business. Let us help you get started today.

1. <https://files.constantcontact.com/08defd39001/ca17d8e4-eba9-4f2a-9790-9a761139fd45.pdf>

2. <https://www.ipsos.com/en-us/news-polls/Brick-and-Mortar-Re-tail-for-Fear-of-Getting-Sick>

**To learn more about Cisco Workplace Monitoring solutions, please contact us today.**

