



5 Tips for Monitoring Activity at Your Small Business

Safety and traffic flow matter

Today almost every small business owner is reevaluating the way their business works. With an increased focus on safety, social distancing, and traffic flow, you need more information about where people are and how close they are to one another. People won't visit 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.¹

62%

would stop shopping at a retailer not taking health and safety seriously.²

The tools to monitor your workplace are easy to use and not as expensive as you might expect. Here are five tips to help you get started.



1

Use smart cameras with built-in intelligence

Businesses have used security cameras for years because they deter crime. But when you add intelligence into a camera, you can gain insights to optimize work processes and increase safety in your business.

- **Motion heatmaps** display relative motion over time so you can where the most activity is occurring.
- **Object detection** shows you how many people are in an area and where they linger.



2

Gain insights to optimize spaces

The onboard analytics in smart cameras can help you gain a better understanding of traffic patterns, hot spots, and busy and free times. Using this information, you can:



- Lay out your office, store, or manufacturing facility to optimize traffic flow and efficiency.
- Change the arrangement of displays or the layout of a waiting room to maximize sales and improve customer and employee experiences.
- Adhere to physical distancing requirements and safety regulations.

3

Don't forget about security and privacy

Smart cameras and the wireless network they're connected to must be secure. Video images are sensitive data so smart cameras should offer video encryption and anonymization for privacy. The wireless network should:

- Be simple to deploy and offer cloud-based management
- Include security features such as firewall protection, intrusion detection, and content filtering



4

Set up alerts



Using an open API, you can integrate smart cameras with other applications and workflows. For example, you can set motion alerts with a link embedded in the message so you can view and act on the video quickly. You can set alerts for situations such as:

- People exceeding occupancy thresholds
- Suspicious activity that might indicate shoplifting
- Potential safety issues on a factory floor

5

Collaborate to resolve problems quickly

When you couple notifications with collaboration tools, you can solve problems in real time. For example:

- An alert about an incident is sent to an employee's collaboration application.
- The message includes a motion recap image of an event and a link to the video that the employee can view.
- With a click, the employee calls or videoconferences with a teammate who is able to resolve the problem.



Get started now

The combination of smart security cameras, wireless networking, and collaboration tools make it easy to monitor your workplace, so everyone stays safe and your business runs smoothly. 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-Retail-for-Fear-of-Getting-Sick>

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