



# COM<sup>TM</sup> SUR

the missing piece of CCTV

COM-SUR<sup>TM</sup> EMPOWERS PEOPLE TO ACHIEVE  
OPTIMAL OUTCOMES FROM SURVEILLANCE VIDEO,  
LEADING TO A SAFER WORLD.



UTILITY VALUE OF  
COM-SUR™ FOR  
JEWELERS

WELCOME



OVERVIEW

CCTV surveillance is commonly used by jewelers worldwide, but footage is often only reviewed reactively. Our company realized this problem early-on and has developed the world's only CCTV video footage auditing software that encourages daily auditing of CCTV footage, filling the gap for a complete "workflow". The software works with existing cameras and VMS, regardless of type/brand, and provides a standardized approach for intelligent incident reporting. Our software also offers exceptional investigative capabilities.

CHALLENGES FACED BY JEWELERS

1. Theft, robbery, burglary, and smash-and-grab attacks:

Jewelers face a range of physical security threats, including theft, robbery, burglary, and smash-and-grab attacks. Thieves may attempt to steal jewelry by posing as customers, distracting staff, or using force to break into a store or safe. In the case of robbery, criminals may use weapons to intimidate and threaten employees, customers, or security guards. Burglars, on the other hand, may try to gain access to the store after hours by breaking windows, doors, or walls. Finally, smash-and-grab attacks involve criminals breaking a window or door, rushing into the store, grabbing jewelry, and fleeing the scene before the police arrive.

Perpetrators often conduct pre-operational surveillance of the target area, making it important to detect suspicious activity during this phase to prevent an incident. Further, theft committed by the employees themselves are often more difficult to handle because of employees' unrestricted access to inventory and

various opportunities to commit the act.

## 2. Insider threats:

Jewelry stores have to deal with insider threats from disgruntled employees or even unwitting staff who fail to follow proper security measures.

### COVID-19 PANDEMIC

The pandemic severely impacted jewelers worldwide. Owing to restrictions/ lockdowns, several jewelers had to temporarily shut down their stores, leading to huge losses. Some jewelers moved their store operations online, but this brought in a whole new set of security challenges. Guidelines were issued to prevent the spread of COVID-19, but outbreaks still occurred.

### USE OF VIDEO SURVEILLANCE BY JEWELERS

Most jewelry stores have video surveillance covering the following areas:

- Entrances and exits
- Showroom/Floor
- Display cabinets/Counters
- Cash register/Checkout area
- Storage/vault

Jewelers generally need to review and analyze recorded CCTV video footage from time to time in order to track possible offenders as well as reconstruct the chain of events that lead to a particular incident/customer dispute.

### REMOTE VIDEO MONITORING

Some jewelers use remote video monitoring services provided by third-party security companies. This involves installing cameras and other security equipment on their premises, which are then connected to a remote monitoring center staffed by trained security personnel. The video feeds are transmitted to the center in real-time, where they are monitored and analyzed for any signs of suspicious or criminal activity.

### LIVE MONITORING – CHALLENGES

Several jewelers have a dedicated control room with operators, set up for live monitoring of CCTV cameras. However, live monitoring comes with its own set of challenges of video blindness, poor attention span, boredom, operator bias, false alerts, and so on.

Moreover, these cameras continuously capture and record humungous amounts of video data. It therefore becomes a daunting task for the operators to review and analyse this data whenever the need arises. Thus, it may be noted that benefits from video surveillance systems can accrue only when they are used optimally, suggestions for which are enumerated further on, in this document.

### COMPLIANCE - GENERAL

Conformity or compliance in any organization means adherence to laws and/or rules and regulations, various standards, as well as data storage and security requirements as laid down by government bodies, governing bodies of the respective industry, or the management of the organization. When an organization complies

with the requirements mandated by government and/or governing bodies, then it is termed as 'regulatory compliance' which enables the organization to run in a legal and safe manner.

#### COMPLIANCE - AUDITS

Several organizations carry out compliance audits on a regular basis to avoid the potential consequences of non-compliance. A compliance audit examines how well an organization adheres to compliance requirements. Some organizations use video surveillance to monitor compliance issues and audit recorded CCTV video footage from time to time for investigating and preventing compliance issues. Auditing CCTV provides actionable insights on the level of compliance within the organization.

#### AUTOMATED SOFTWARE – WHY THEY WILL NOT WORK IN ISOLATION

In the wake of the Christchurch shooting incident, several high-profile places of worship considered deploying gun detection technology. However, there are concerns about its efficacy, since it may not be able to detect all types of weapons, or the perpetrator could still create damage before being detected. Similarly, automated systems like video analytics, AI/ML can only detect what they have been programmed for. What about the rest? Again, these technologies are prone to triggering huge amounts of false alarms. Also, since the permutation combinations of exceptions can be vast and varied, it becomes almost impossible to automate every kind of exception. Facial recognition technology also raises ethical and privacy concerns, and has

been found to produce inaccurate results, especially for certain ethnic groups. Therefore, experts suggest that while automated technologies will continue to grow, human intervention and intelligence will still be necessary to verify alerts and ensure their efficacy.

#### “CCTV IS NOT ENOUGH – WE MAKE IT WORK FOR YOU”

While it is not being suggested that optimal usage of video surveillance can cure all issues, several issues of the following kind can be addressed by doing just a little 'more' with respect to making the optimal use of video surveillance systems:

- Fraud/loss/corruption/theft
- Recces/suspicious movements /activities/shoplifting attempts
- Insider job/security lapses
- Unauthorized/unlawful activities/visitors
- Customers wearing suspicious/seasonally inappropriate clothing, for example heavy coats to conceal items
- Customer behavior with respect to shopping preferences
- Intrusions, especially by animals
- Housekeeping issues
- Staff negligence
- Unruly customers/staff

- Issues with women customers/staff
- Cameras/recorder malfunctions

So, what is the 'more' that needs to be done?

### 1) AUDIT CCTV VIDEO FOOTAGE DAILY AS A STANDARD OPERATING PROCEDURE

'Auditing' means 'seeing' what the cameras 'saw'. Auditing of CCTV footage should be done daily (continuous investigation) to identify potential issues and threats. Auditing is a dedicated and systematic process that helps address challenges related to live monitoring and alert-based systems. Auditing helps in evaluating analyzing incidents to improve existing policies, procedures, and processes. Concerned personnel should be trained to become CCTV video footage auditors, and the audit teams should be rotated to avoid complacency/collusion. Daily auditing of CCTV footage can also help in adhering to the principles of Kaizen and TQM for business improvement.

### 2) DOCUMENT AUDIT FINDINGS/INCIDENTS

Audit findings/incidents should be documented in a standardized template to find the root cause to prevent future recurrences. Historical data of such findings/incidents can reveal patterns that can help take better informed corrective and preventive action. If all jewelers report incidents in a standardized template, relevant authorities can derive business intelligence from the data and take action for the collective benefit of the jewelry industry.

### 3) ENSURE DISASTER RECOVERY OF CCTV VIDEO FOOTAGE – LIKE A 'BLACKBOX'.

CCTV video footage must be stored at multiple locations in order to ensure that even if the recorder is stolen, destroyed or tampered with the data is never lost. Further, any backed-up data must easily be searchable and retrievable; else, it is going to be a nightmare finding the relevant video.

### 4) DISPLAY DYNAMIC INFORMATION AT RELEVANT PLACES

Document and display details of information that is dynamic in nature in relevant areas. For example:

1. List of employees on duty at the jewelry store.
2. List of authorized security personnel deployed at the jewelry store.
3. List of habitual offenders/suspects likely to visit the jewelry store's premises (a 'Watch out' list).

### 5) USE A POWERFUL NEW SIGNAGE

**"WE CHECK CCTV VIDEO FOOTAGE EVERYDAY".**

One size, one color, one powerful message. Across the nation.

### DE-CENTRALIZED SURVEILLANCE + CENTRALIZED SURVEILLANCE = OPTIMAL RESULTS

Organizations with multiple locations struggle with centralized video surveillance due to infrastructure cost, internet bandwidth, and

operator limitations. De-centralized surveillance offers higher accountability at each location and better situational awareness, leading to more chances of discovering exceptions.

Audit CCTV - why suffer!

Get award-winning COM-SUR now. Don't wait for things to go wrong!

THE SOLUTION - 'COM-SUR' – THE WORLD'S ONLY CCTV VIDEO FOOTAGE AUDITING, SMART BACKUP, AND STANDARDIZED INTELLIGENT INCIDENT REPORTING SOFTWARE – THE MISSING PIECE OF CCTV

COM-SUR is a CCTV video footage auditing, smart backup, and standardized intelligent incident reporting software that serves as a complete workflow and force multiplier. It helps audit 24 hours of footage in minutes, reduces data size, creates standardized intelligent reports, and delivers business intelligence. COM-SUR helps unlock hidden information in CCTV footage and enables people to gain actionable intelligence, improve homeland security, prevent crime and losses, identify and mitigate threats and hazards, and improve operational efficiency. It empowers people to gain new jobs as CCTV video footage auditors and start new businesses of auditing video footage. Like MS Office, COM-SUR is an enabler that makes it easy to work with CCTV cameras in a standardized way, leading to better decision-making. It also offers exceptional investigative capabilities.

CONCLUSION

"You see, but you do not observe" is a quote by Sherlock Holmes in A Scandal in Bohemia (1891, written by Sir Arthur Conan Doyle). COM-SUR makes 'observation' far effortless and effectual leading to superior results.

"Cameras don't lie" - but how will you know unless you 'see' what the cameras 'saw'?