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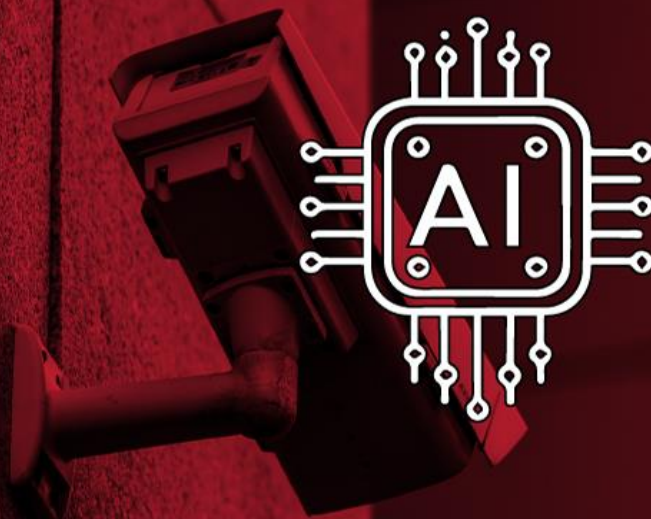
the missing piece of CCTV

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# "SEE WHAT THE CAMERA SAW"

## THE FOOTAGE WHISPERER



### 'BETTER' AI VIA DAILY AUDITS NO MORE DATA WALL

100+ TOPICS - AIRPORTS TO ZOOS

**GAUTAM D. GORADIA**



EMPOWERING  
LEADERS THROUGH  
CCTV FOOTAGE  
AUDITING

WELCOME



THE CRUCIAL ROLE OF LEADERS IN AUDITING  
(REVIEWING) CCTV FOOTAGE THEMSELVES AS  
AN SOP: ENSURING ACCOUNTABILITY AND  
QUALITY ASSURANCE

INTRODUCTION

["Seeing is believing - See what the camera saw"](#)

In today's fast-paced and data-driven world, businesses heavily rely on video surveillance systems to enhance security, prevent losses, and improve operational efficiency. However, the effectiveness of these systems goes beyond just installing cameras and relying on automated processes. The active involvement of leaders in personally reviewing

CCTV footage can play a crucial role in ensuring accountability, quality assurance, and making informed decisions. In this paper, we delve into the reasons why leaders should allocate time to skim through the footage themselves, drawing inspiration from the story of Paul O'Neil, the parallels with MS Office, and the ALCOA principle.

COM-SUR: EMPOWERING LEADERS WITH  
LIGHTNING FAST FOOTAGE AUDITING

To facilitate the task of auditing CCTV footage, COM-SUR, the world's only CCTV video footage auditing software offers a streamlined and user-friendly platform that makes it effortless for leaders to skim through hours of footage in minutes, akin to how MS Office simplifies document creation and management. Just as MS Office empowers leaders to work efficiently with documents, COM-SUR empowers leaders to navigate and extract meaningful insights from CCTV footage. Its advanced technology ensures that no frames are missed, enabling leaders to focus on key moments and critical incidents.

BETTER AI VIA DAILY AUDITS – NO MORE DATA  
WALL

COM-SUR delivers 'BETTER' AI by transforming how organizations approach CCTV video

surveillance, auditing, and post-event analysis. By generating a constant stream of real-time, site-specific data—Continuous Frontier Data—COM-SUR ensures that AI systems are never starved for fresh, actionable insights, which is key for building custom models and addressing key challenges like data exhaustion, data walls, and data cascades that often hinder AI from performing at full potential. A key to making AI more effective lies in continuous learning from real-world incidents through daily and post-event auditing. COM-SUR enables AI models to evolve based on audit findings and incidents that go beyond real-time detection. By auditing daily footage, capturing exceptions, and feeding this data back into AI models, COM-SUR significantly improves the accuracy of AI systems, helping to reduce false alarms and enhance detection capabilities. This continuous feedback loop ensures that AI learns from what might have been missed in real-time, making it smarter and more reliable over time. By integrating Reinforcement Learning from Human Feedback (RLHF) and Explainable AI (XAI), COM-SUR ensures that AI systems are continuously refined, transparent, responsible, and contextually aware. However, recognizing that AI can only perform tasks it's programmed for, human intelligence and intervention remain essential in verifying and refining AI outcomes. With COM-SUR, businesses can leverage AI as a powerful tool while maintaining human oversight, ensuring more accurate and informed decision-making—ultimately leading to 'BETTER' AI. This not only enhances surveillance but also paves the way for Augmented Intelligence, where AI-driven insights empower human operators while keeping them at the center of decision-making.

### THE VALUE OF PERSONAL REVIEW

While it may seem challenging for busy leaders to dedicate time to watch CCTV footage, the benefits far outweigh the

investment. By personally reviewing the footage, leaders can gain valuable insights that automated systems might miss. They can identify patterns, detect emerging issues, and make quicker decisions based on real-time information. Moreover, their presence and engagement in the process inspire accountability among employees and create a sense of shared responsibility for security and compliance.

### DUTY OF CARE

Leaders bear the responsibility of ensuring the protection and well-being of their organizations, employees, and stakeholders. Concerns regarding time constraints, delegation, trust, technological advancements, and perceptions of micromanagement are valid considerations. While leaders may have limited time available, dedicating a small portion of it to personally review CCTV footage is an investment in enhanced security, risk management, and overall organizational resilience. Effective delegation remains essential, but leaders' direct engagement in reviewing CCTV footage demonstrates their commitment to safety, security, compliance, and other critical aspects. This involvement fosters a culture of accountability, vigilance, and responsibility throughout the organization. It is important to recognize that personal involvement in CCTV footage review is not an act of micromanagement but rather sets an example of a proactive approach to safety and security, inspiring others to prioritize these aspects as well.

### TAILORED APPROACH: FOCUSING ON RELEVANT CAMERAS

Considering the vast amount of CCTV footage generated, leaders can adopt a tailored approach by focusing their review on cameras that are most relevant to their roles and



responsibilities. For example, a leader at a retail store may prioritize to review customer facial expressions and body language, staff interaction with customers, cleanliness and housekeeping to ensure that there is no chance of any bodily harm (slip and fall due to excess water left behind), stacked shelves, and high-traffic zones. By strategically allocating time to review specific cameras on different days, leaders can effectively manage their workload while ensuring comprehensive oversight of critical areas.

#### THE PAUL O'NEIL CASE: A LESSON IN LEADERSHIP AND ACTIVE INVOLVEMENT

The story of Paul O'Neil, former CEO of Alcoa, serves as a powerful example of a leader who understood the value of personal engagement in critical areas. O'Neil famously prioritized safety and quality in Alcoa's operations, and one of his first actions as CEO was to focus on workplace safety. Similarly, leaders can adopt O'Neil's approach by actively involving themselves in the review of CCTV footage. This hands-on approach not only improves oversight but also sets the tone for a culture of continuous improvement and vigilance.

#### THE ALCOA PRINCIPLE AND ACCOUNTABILITY

The ALCOA principle, widely used in quality management, emphasizes the attributes of data: it should be Attributable, Legible, Contemporaneous, Original, and Accurate. By applying this principle to the review of CCTV footage, leaders can demonstrate their commitment to accountability and quality assurance. They can ensure that incidents, compliance issues, and potential threats are promptly identified, documented, and addressed. This level of engagement fosters a culture of responsibility throughout the organization and sends a clear message that

surveillance is taken seriously.

#### CONCLUSION

In conclusion, leaders can play a pivotal role in the auditing of CCTV footage, contributing to accountability, quality assurance, and informed decision-making. By actively engaging in the review process, leaders can demonstrate their commitment and inspire a culture of vigilance and responsibility throughout the organization.

COM-SUR simplifies footage review in the same way as MS Office streamlines document management and helps leaders work with first-hand information. Embracing this proactive approach empowers leaders to stay ahead of emerging issues, enhance security, and drive continuous improvement in their operations.

In closing, we present three guiding principles that will revolutionize video surveillance:

1. Auditing is fundamental—everything else is peripheral.
2. Cameras have lenses—humans have eyes.
3. Let's make cameras 'accountable.'