MORPHEAN

Quick Guide

CREATING A STRATEGY FOR SELLING CLOUD PHYSICAL SECURITY IN TIMES OF ECONOMIC UNCERTAINTY

MORPHEAN

INTRO

Installers are facing tough budgeting decisions with rising operational costs and unknown economic conditions into the coming year. But if you can manage your current costs by creating the right processes for your business, you can help protect your employees and profits. Here's a list of 7 tips you should consider when navigating through these tough periods by working smarter, not harder.

CONTENTS

1

ADD A SERVICE-DRIVEN
MODEL TO YOUR REVENUE SOURCES

Your revenue shouldn't just stop when a one-time project is complete, ensure you have a continuous and future-proof cash flow. A cloud-physical security proposition leverages those contracts and makes them a sustainable revenue source since it is charged per device, per month of use. Once the equipment has been sold and deployed, there is a relationship with the end-user that opens the door to up-selling features, with apps like people counting, AI intrusiondetection, virtual concierge, and many more. Continue to provide a revenue stream from the same device, keeping customers happy and meeting their needs.

SECURITY INVESTMENT THROUGH TIME

(Example: on-site vs.cloud)

INVESTMENT / COSTS

TIME

■ Cloud Physical Security   ■ On-site Security (Servers)

PRO TIP
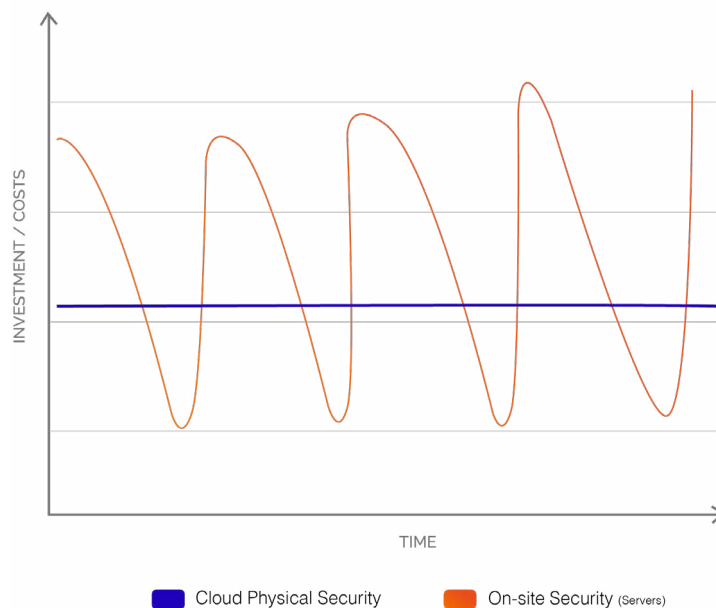
Align your business to the opportunity ahead

Help customers identify the insights beyond security that could assist operational outcomes, such as video analytics and behavioural recognition applications, to improve overall business performance

2

IMPLEMENT REMOTE ACCESS TO YOUR MANAGED DEVICES

What if you could configure a camera without getting out of your seat? With cloud, a skilled professional can securely set up systems remotely from their premises just by using their internet browser. Clients' footage will also be accessible anywhere, anytime meaning their security teams can instantly access incriminating footage, saving them time. You can also easily reboot cameras with just a click of a button and clearly see when a camera has downtime without physically going on-site or deploying remote maintenance on your devices.

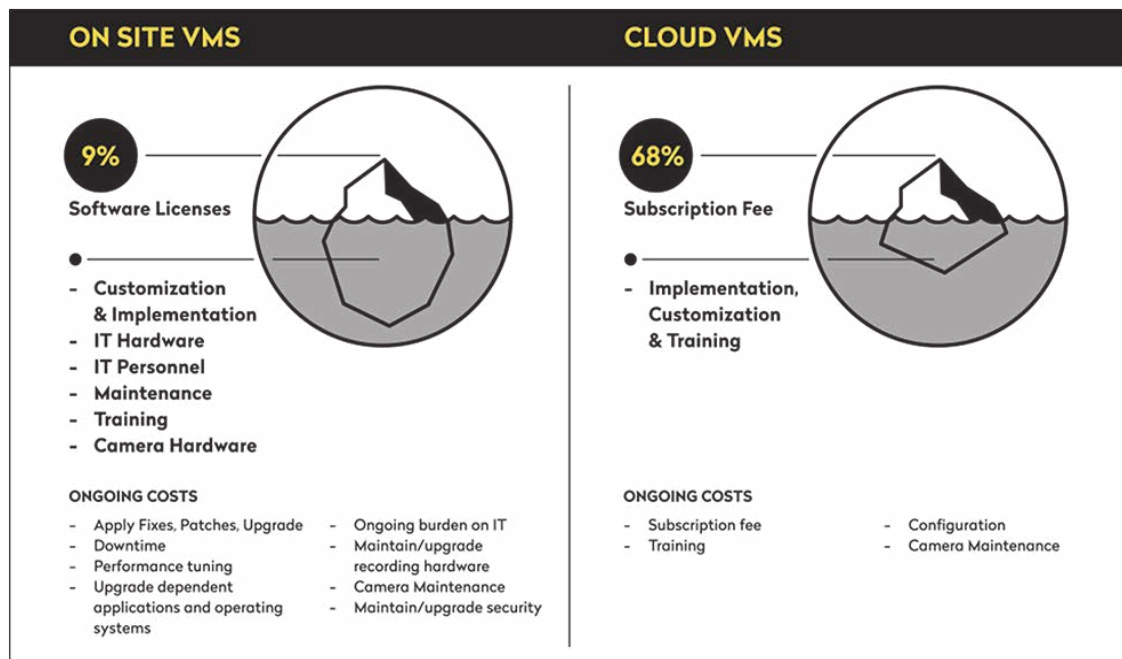By eliminating the need to travel to a site you are not only saving money on fuel and time spent driving, but you can also allocate more intricate jobs for your more skilled engineers. This also gives you the ability to complete multiple customer jobs in the time that it would take to set up just one system at a client's site, ultimately, more work can be completed with a significantly lower operational cost.

3
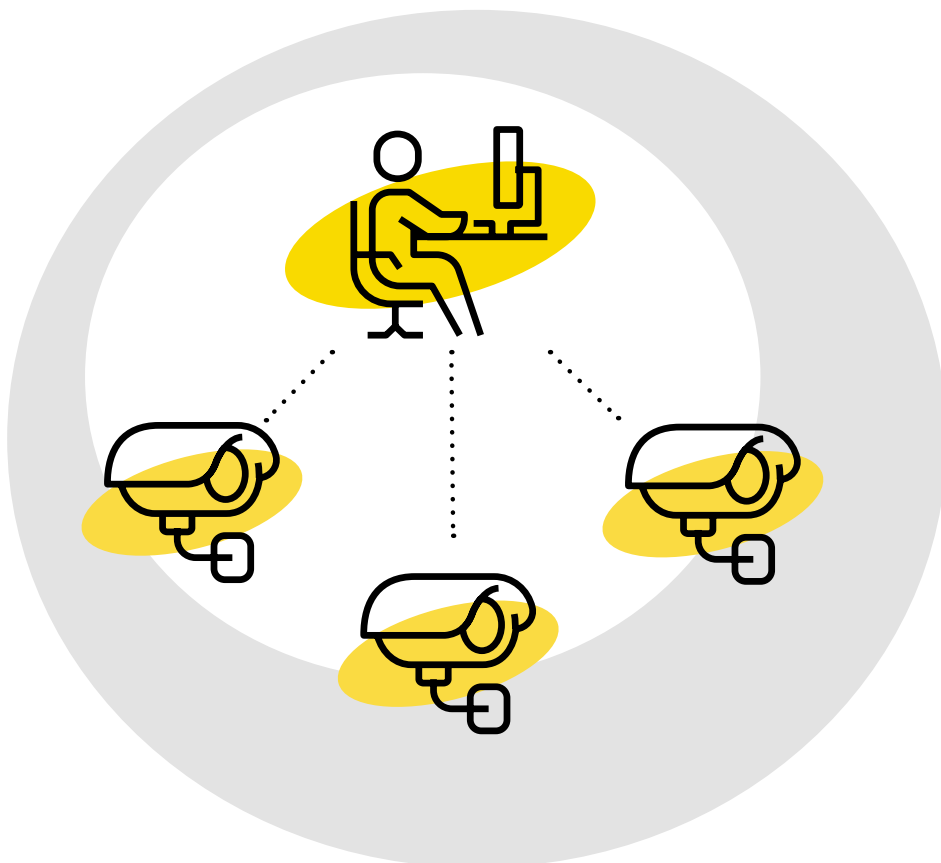
DITCH THE SERVERS

A cloud security system means serverless, and serverless means a huge cost saving for projects. Servers depreciate becoming redundant after a lifespan of as little as 5-8 years, with more high-risk industries having to replace theirs sooner to remain sufficiently protected. Servers also come with additional costs such as manual server maintenance and energy use associated with running and cooling servers. A cloud security system does not run on a server eliminating these worries and always allowing your customers to fully scale their systems without calculations of capacity or depreciating assets.

ON SITE VMS	CLOUD VMS
9% Software Licenses	**68%** Subscription Fee
- Customization & Implementation - IT Hardware - IT Personnel - Maintenance - Training - Camera Hardware	- Implementation, Customization & Training

ONGOING COSTS

- Apply Fixes, Patches, Upgrade - Downtime - Performance tuning - Upgrade dependent applications and operating systems	- Ongoing burden on IT - Maintain/upgrade recording hardware - Camera Maintenance - Maintain/upgrade security

ONGOING COSTS

|	
- Subscription fee - Training	- Configuration - Camera Maintenance

PRO TIP

Budget for unpredictable costs

Use an iceberg diagram like the one above to visually explain the cost savings of going serverless, security teams don't often factor in for unpredictable costs therefore these need to be factored into the budget.

4

NO NEED FOR SYSTEM MAINTAINANCE

It's the cloud platform's responsibility to keep it updated. Ensure the stability of your system with automatic updates of your applications. You will no longer have to waste time and money driving to the site to initiate system updates. There is also no need to communicate with your customers to ensure they are aware of any server or system changes giving you more time to focus on upcoming projects.

As for cybersecurity, a cloud product is highly cyber secure, with a continuously strengthening firewall protection. Also, using a platform that connects with reputable IoT devices will ensure full protection from vulnerabilities of unsecured devices. Furthermore, your footage will automatically be General Data Protection Regulation (GDPR) compliant meaning you will not have to worry about new data protection laws.

5
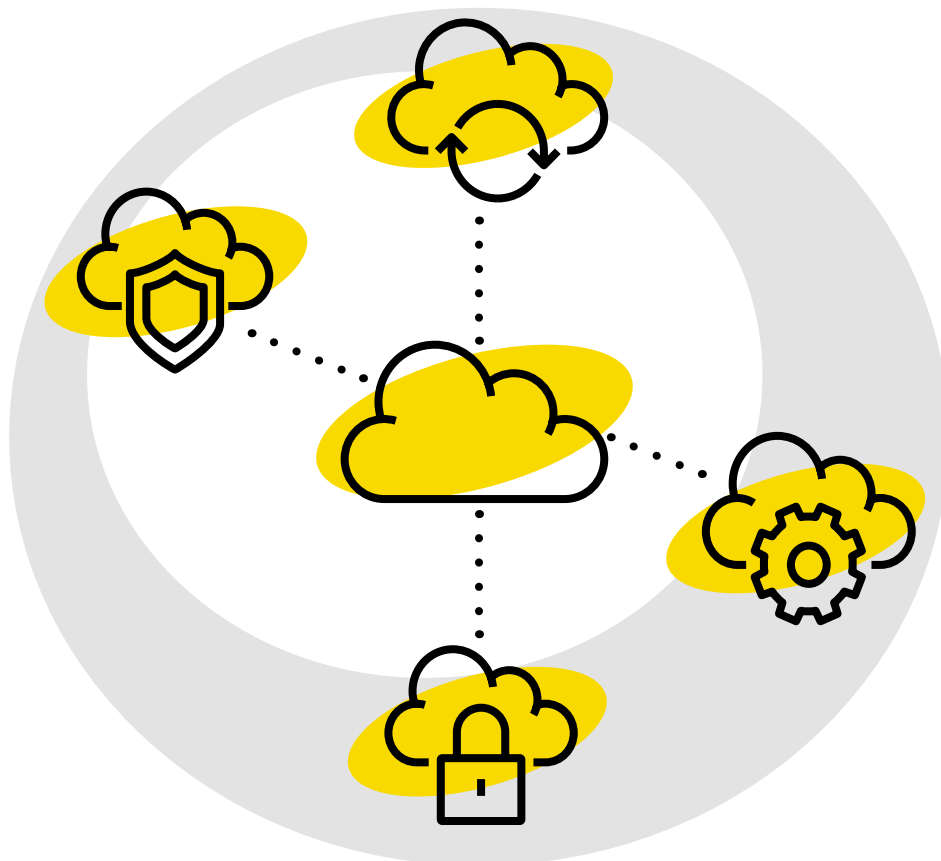
OFFER MORE FLEXIBLE PRICING SOLUTIONS WITH HYBRID-CLOUD TO WIN MORE CUSTOMERS

All businesses are being affected by the struggling economy. End-users may have their security budgets cut as a cost-saving measure meaning you will need to create a more cost-effective solution which can still attain an elevated level of security. Using a Software-as-a-Service (SaaS) software means your customers only pay for the services they use meaning you can carefully budget for the features they need. If the company has existing IP cameras, these can be connected in seconds using one-click technology to produce a range of benefits from an existing device. You can also create a long-term migration plan with existing analogue cameras using bridge hardware to connect to the cloud until existing cameras become obsolete and will gradually be replaced with newer IP versions.

PRO TIP

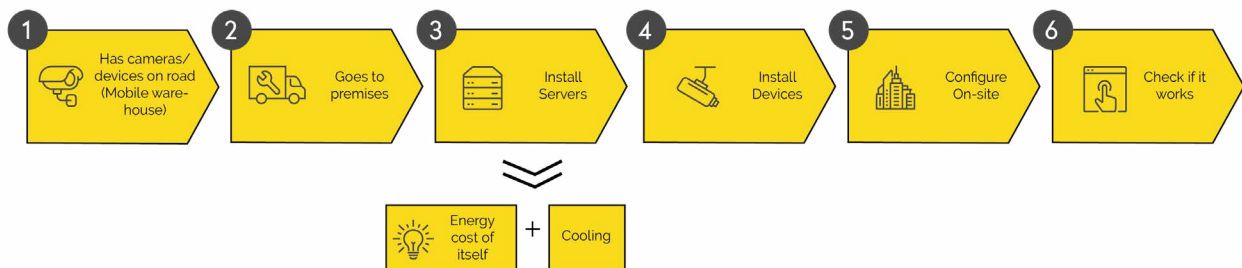**Identify your customers' business levers and drivers**

What are the macro levers that will drive change in their business? Does AI (Artificial Intelligence) have a role to play? Are there niches to exploit using existing network camera systems?
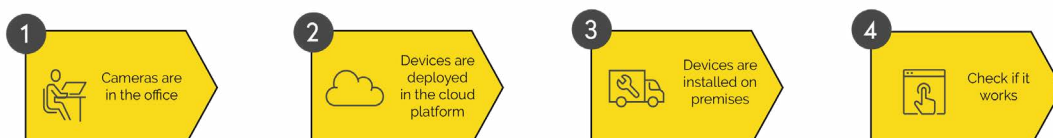
6

SPREAD YOUR WORKFORCE MORE EFFICIENTLY

With increasing skills shortages and rising wages, it is time to be smart with your staff's workload. When you have your higher-paid skilled engineer mounting cameras and connecting access control points to a server, you lose valuable skills that could be used on more complex tasks. With a cloud-based system, you just need your skilled IT professionals to configure the devices (cameras, radars, access points, etc) and load them up into the cloud platform, which takes less time than building servers on-site.

Second, you can send out junior staff to install and deploy these devices on your client's premises, which depending on their infrastructure, could just be plugging and screwing cameras or setting up some additional wires. Using the cloud does not only deliver better security but also helps make better use of resources and helps mitigate rising salary costs.

TRADITIONAL DEPLOYMENT

| 1 Has cameras/ devices on road (Mobile warehouse) | 2 Goes to premises | 3 Install Servers | 4 Install Devices | 5 Configure On-site | 6 Check if it works |

| Energy cost of itself | + | Cooling |

CLOUD DEPLOYMENT

| 1 Cameras are in the office | 2 Devices are deployed in the cloud platform | 3 Devices are installed on premises | 4 Check if it works |

7

MORPHEAN

MAKE YOUR CUSTOMER'S SECURITY SYSTEMS MORE RELIABLE AND SAFER

Ensure the highest level of safety and privacy for your customers. Data containing decisive video proof of break-ins or attacks can't be stolen or damaged on-site as it will be stored in enterprise-level data centres. The data and content stored in the cloud are completely secure against downtime, cyber threats, and network issues. If the network is affected in any way, your system can be configured with local NAS drives to transmit the data that has been generated meaning that no footage will ever be lost.

PRO TIP
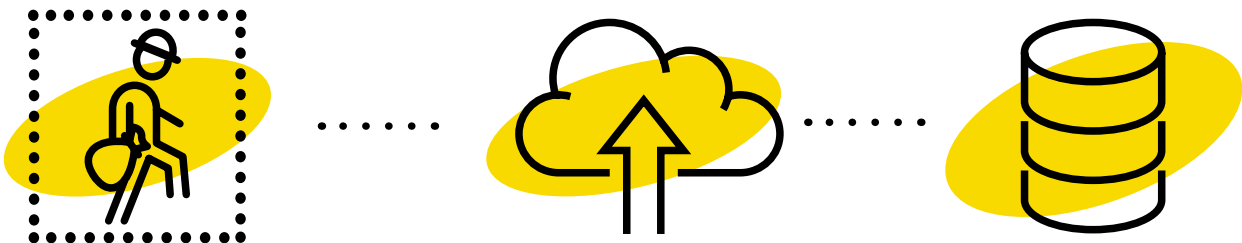
Connect the platform to an ARC (Alarm Receiving Centre)

Giving an additional layer of 24/7 security to keep your user's premises in safe hands especially if they do not have an onsite security team.

ABOUT MORPHEAN SA

Morphean is a Swiss technology company with a strong presence in more than 12 countries worldwide. Founded in 2009 and with over 60 partners across Europe, the secure Morphean platform informs decision making and drives efficiencies for all organisations by generating unique and actionable insights from a multitude of data sources. With expertise across retail, transport & facilities management, among others, the company is recognised as a leader in secure service platform delivery through the use of cloud and AI technologies. The platform helps firms prepare for the future by keeping their 'Eyes Wide Open' to the intelligence gathered from a variety of network connected devices.

www.morphean.com

BOOK DEMO   **CONTACT US**