

# Retail and Office Building Management

One of North America's largest investors, owners, and managers of commercial real estate has been leading the way in commercial real estate with innovative design, development, and management. An enthusiastic desire to understand and meet the needs of retail and office tenants drives this company to create exciting shopping venues and professional hassle-free office environments. With a multi-billion dollar portfolio and close to 100 properties including many landmark developments, physical security is a critical consideration for this company.

## The Challenge

As a leading real estate management company, physical security is a priority both for themselves and their hundreds of tenant clients. Not only does this company require cutting edge solutions that will protect office employees, mall employees, visitors, and shoppers, but they must also provide a means for their tenants to have the best and most cost-effective solution for asset and personnel protection.

In choosing the best system to meet their needs, the decision-making team researched over 300 physical security solutions comprising digital video recorders and network video solutions, as well as access control solutions based on both traditional infrastructure and IP. A prime consideration throughout this process was that the chosen solution integrates with other applications to take them beyond standard video and access control to incorporate future technologies and provide a continuing stream of added benefits for both the tenants and the system owners.

Early in the process, it was clear the best system would be an IP-based unified video and access control solution that shared resources, had a single graphical user interface, and would provide the features and benefits that would grow with them as their needs changed and expanded.

## The Solution

DVTel was selected after an extensive assessment of technology offers from multiple vendors, which involved both the Physical Security and IT Departments. DVTel was selected to head up the group of solution providers, which includes HID Global for all access control points. DVTel's intelligent Security Operations Center (iSOC) handily met this end user's most pressing need for a unified and highly flexible video and access control solution.

Over 30 sites will deploy the iSOC solution, some have existing cameras while others are new installations that currently have no physical security systems. Where existing cameras are already in place, encoders are employed to make use of existing equipment. IP cameras are used in all installations which are being expanded and in all newly implemented sites. For all sites, IP Access Control using DVTel's iSOC and HID's VertX solution will be implemented. The network infrastructure is already in place and the integrators are able to partition off the physical security needs using Foundry network switches managed by the IT Department. By the end of 2009, the iSOC will be accessing and managing data from over 1000 cameras and 1500 doors.

In addition to the user's video and access control requirements, other systems will be integrated into the iSOC including an intercom system, License Plate Recognition, people counting video analytics, and Building Automation. This property management company is dedicated to differentiating itself by providing advanced solutions for its tenants. To that end, it has a number of ongoing initiatives:

Video Analytics – tenants can choose special analytics to meet their needs

Database partitioning of the iSOC solution – without the expense of separate systems, the system owner can offer each tenant access to their own secured video and access control data

People Counting – for reporting foot traffic in a retail area. The end user is able to better cost-justify lease rates per square foot based on accurate, recent data.

Monitoring Services – There is now a recurring revenue model in place for monitoring services for both the video and access control systems. The DVTel Global Client allows for one system coast to coast, while also offering the ability to section off systems for tenant privacy, including HVAC and lighting control.



## The Highlights

Overall, the unified iSOC solution helps insure a safe, secure environment and a uniform level of security for all tenants at all properties.

This leading property management firm offers their tenants a solution that provides more protection, more services, and an opportunity for increased revenue.

Video analytics integrated into iSOC enables the end user to make informed decisions about adjusting tenant rents in direct correlation with verified foot traffic data.

Use Existing hardware – use cameras and computer equipment (including networking, storage and servers) that is already in place—reducing total system costs while enjoying unparalleled flexibility.

Networked-based Solution – no need to duplicate infrastructure because the existing network can be used to support this new system.

Open Standards-based Platform – integrate to multiple systems such as Point of Sale, License Plate Recognition, Building Management, biometrics, and logical security as warranted.

Increased Security and Operational Benefits – the iSOC enables additional security measures to be put in place from location to location and to alert the local authorities if there is a breach in security.

Global Client – One overriding system from coast-to-coast, which partitions to support customers as needed.

Personnel Training – Recorded video and audio is an excellent training tool to enhance customer satisfaction and improve response to security threats.

Customer Service – Systems integrated and “talking” to each other monitor spikes in activity so that personnel can be deployed to areas with the greatest need.

One Card Solution – Allows tenants to move seamlessly between multiple buildings with a single card for secured access control

Point-of-Sale – video and POS software work together so that any questionable transactions can be quickly identified and acted upon.

Video Analytics – identify groups of people and respond to defined behaviors (loitering, objects left behind) as well as monitor for other parameters such as automobiles stopped in no-go zones, people in restricted areas, and crowd detection.

License Plate Recognition – to assist local authorities find and process known criminals, maintain an ongoing database of in/outbound traffic, and aid with customer service issues such as identifying a person who is an important client or other person of interest.



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