

Telaid



Customer Profile

Telaid

Norcross, GA

Telaid is a leading systems integrator specializing in multi-site technology deployments and the delivery of state-of-the-art security, safety, IT and audio/video solutions for the retail, financial and QSR markets. A full-service provider with more than 30 years of industry expertise, the company provides advanced technologies that offer lower operational costs and superior return-on-investment, and has the ability to configure products prior to deployment. Telaid delivers technology and services to some of the largest companies in the nation through its National Service Delivery Organization.

Challenge

Telaid offers a single vendor solution for the staging, configuration and deployment of technology solutions to streamline and dramatically increase the efficiency of multi-site initiatives. This unique approach to system deployment enables the company to meet the highest quality standards on even the tightest rollout schedules. The company uses state-of-the-art, automated methodologies and modular staging tools for temporary and

permanent staging of switches, routers, wireless APs, firewalls, safety systems and more. It also offers full support for staging

and configuration projects, including inventory management, tracking and maintenance readiness, a 24/7 call center, and real-time project status updates via the Web.

In April 2011, Telaid opened its new Staging, Configuration and Emerging Technology

Demo Center in Norcross, Ga., to further serve its far-reaching client base. The facility represents a means to deliver best practices for the digital signage, video surveillance and video conferencing sectors. David Ferguson, Director of IT, Telaid, said the new center provides clients with one point of contact for the staging, configuration and deployment of networked systems.

Telaid's rapid deployment business model focuses on planning for system consistency

and quality as well as quick installation across multiple customer sites. Client-owned assets are often brought in to the center, making it imperative that Telaid secure access to the facility through a mix of comprehensive technology systems and security policies. It also requires streamlined procedures to keep hardware and inventory segmented.

The Telaid life cycle process includes asset

disposal and depot/service programs to simplify the process of managing equipment. Telaid's asset disposal specialists ensure that all sensitive data is removed from hard drives and other storage media in accordance with data protection and privacy regulations, making it even more important to monitor and restrict facility access. Considering the high profile nature of its projects and the high-level of security demanded by its clients, Telaid sought to leverage a security management platform to help the company monitor on-site activity and project timelines, track performance, protect assets and enable remote tours of the facility to potential and existing clients.

"I was interested in not only using an integrated platform to enhance safety but also provide business optimization benefits," Ferguson said. "Many of our customers are leveraging IP-based devices to maximize business intelligence and it made sense that we engage in similar initiatives."

"At the end of the day, I love the possibilities that the NLSS Gateway has brought to the table. We've only just scratched the surface of what the system can do."

Solution

In searching for an integrated, networked platform, Ferguson reviewed the NLSS Gateway from Next Level Security Systems. The NLSS Gateway is a security management system that integrates networked video management, IP access control, intrusion and video analytics into a single unified solution. This approach correlates data from these traditionally separate systems onto a single, intuitive user-interface without custom integration. The combination of these applications into one platform provides users with a comprehensive view of their entire security operations from anywhere through a common Web browser.

“When I heard about the concept and idea behind the NLSS Gateway, I didn’t believe a single box could accomplish all it professed to do,” Ferguson said. “I was very skeptical as I consider myself to be very knowledgeable about new technology. But once I began using it, I was completely convinced that this device could take our security and client services to a new level.”

Telaid installed the NLSS Gateway at its staging center as the management console for 56 IP surveillance cameras, which cover the entire facility. Ferguson said the system is perfect for the protection of assets and controlling access to the facility. Telaid uses the system’s advanced video analytics to capture a person’s face when they scan their badge to cross-reference against a database of cardholders. The integrated access control management system in the NLSS Gateway works alongside its built-in video analytics to limit other behaviors such as piggybacking. Ferguson is also able to quickly pull up video footage with a corresponding access control event to get the full picture of the potential incident or breach.

In combining video management with access control and intelligent analytics within the NLSS Gateway, users benefit from a complete view of facility operations. All systems run on the same software platform on a single appliance, thereby



increasing usability and ease-of-deployment. The power of the systems is greatly enhanced when they work together to present a correlated list of events and alarms.

Results

In addition to its rich security features, the NLSS Gateway helps the Telaid team streamline project management and is being used to share data with prospective and current customers.

“We’re using the system to track the performance of our depot maintenance team, such as looking at how long a device is on a given bench,” he said. If a configuration normally takes 15 minutes, but the device is not moving forward in the production cycle, Ferguson is notified

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Challenges

Monitor and restrict access to staging facility to ensure security of client-owned assets

Streamline procedures to keep hardware and inventory segmented

Monitor on-site activity and project timelines

Track project performance

Enable remote facility tours to potential and existing clients

Solution

NLSS Gateway

Results

Integrated video, access control and video analytics offer a complete view of facility operations with integrated event and alert notifications

Video analytics are used to prevent security breaches such as piggybacking but also to track project performance

Leverage Next Level RMS to facilitate virtual facility tours to new and potential clients

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by an alert from the NLSS Gateway’s dwell time analytic and can take immediate action to speed up the process or address a production issue.

Telaid also leverages Next Level Remote Management Services (RMS) available through the NLSS Gateway to provide potential clients with tours of the facility. Many clients visit the Telaid center in-person, but not all are able to make the trip.

“We use the Gateway as a remote access point to provide virtual video tours to the clients that can’t physically come here,” Ferguson said. “Through the system, we are able to walk them through the entire facility using standard IP and PTZ cameras.”

Next Level RMS draws on improvements in cloud-computing technology to offer more than other hosted service models currently used in the security market. Users can access data, such as events or video, and also interface with their system and its connected devices across multiple sites through most Web-enabled devices. Furthermore, customers can view live or recorded video, control cameras and doors, export reports, talk to local sites and more from a secure browser.

Telaid measures the closure rate of new clients based on whether or not they see the facility, either in-person or remotely. “When clients see how we work and how we protect their assets, the closure rate increases to 50 percent,” he said. “I conducted four video tours last year and we ended up completing projects for all of those clients. Being able to leverage the NLSS Gateway to show potential clients our capabilities is beyond valuable as it helps us grow our business.”



Telaid is also leveraging Next Level technologies, including the NLSS HD Media Decoder, and services to provide additional value to its customers. Today, existing clients have the opportunity to log in to a particular area/camera to monitor their products and project timelines. Ferguson said this provides additional peace of mind that assets are protected and projects are moving forward as expected.

Ferguson said the NLSS Gateway has delivered functionality and benefits that reach far beyond his original expectations and plans to deploy additional Next Level solutions at its other locations across North America. “I would have had to integrated four or five systems to do what I am doing now with the Gateway right out of the box,” he said. “At the end of the day, I love the possibilities that the NLSS Gateway has brought to the table. We’ve only just scratched the surface of what the system can do.”