

## **Basic Considerations when selling a surveillance system**

When selling a surveillance system it is very important to find out exactly what the customer needs: The most important question to be asked of the customer is “What are you trying to accomplish with your surveillance system?” This opens them up to answer specifically what they are looking for and you can engage in a dialogue from this point to come up with a dynamic, tailor-made solution.

After all it is the customer’s needs that must be fulfilled in order for them to fully appreciate the system once it is implemented. Questions and answers must be specific so your customer knows exactly what they are getting. Here are some examples of questions that should be asked

### **1. Customer Retention time (HDD)**

How long does the customer want to be able to view back his recordings? How long will it be until he realizes there is an event he needs to view? Most customers are content with 1 month (plenty) some are more in line with at least 2 weeks.

### **2. What type of camera shot will the customer want?**

When he says he wants a camera “here” ask him what he would like to see in the playback – what is he trying to achieve. Every customer will have a different expectation of what the camera can see. Depending on seeing details like Face Detail/ License Plates, or just being able to see make/model/color of a vehicle can mean the difference between a fixed lens and a varifocal lens.

### **3. Determining the type of camera to use:**

Higher the MegaPixel (MP) the better Digital Zoom you get on live view/playback. A general rule I use if you are mounting to a ceiling/awning you can use a dome (as long as you are trying to look downward). If you mount to a wall mostly use Bullets.

### **4. Determining between Bullet and Dome Application:**

I know some people who put bullets everywhere – but sometimes they can just be visually intrusive. If you care trying to look anywhere from straight down to about 45° a dome is perfect – once you try to start to look out (say across a parking lot) you will want to choose a Bullet. Reason being: A dome has a limit to how far it can look due to its housing (the lens is inside the housing) where a bullet can even look to the sky when mounted on a wall.

### **5. What is the existing network infrastructure?**

Upgrading switches to 1Gbps bandwidth is advisable, especially as these switches are inexpensive, and higher quality cameras (with 4K cameras emerging) have become more the staple for business requiring 10Mbps or more per stream to view.

### **6. What about a monitoring PC or PC’s to run surveillance software?**

Most new PCs will run HD cameras in Substream (Analog Resolution). To play cameras in True HD you will want something more on the lines of a Gaming PC with high CPU, GPU & RAM.