

HOW TO MEASURE THE VALUE OF VIDEO



Video surveillance can be used as a strategic tool to help organizations mitigate risk, reduce costs and improve operations. But how do we measure the financial return from investments in surveillance technology, especially when much of the value is derived from preventing something from happening in the first place?

Use this guide as a framework for quantifying the cost of security incidents and measuring the financial impact that technology improvements can have for your organization.

Evaluating the Return on Capital Investment

1. Determine Your Baseline

Start with a baseline of all costs associated with your security operations, including equipment, operations and security incidents over three years. Be sure to include any operational costs that you believe you can positively impact through technology investments.

2. Measure the Return on Investment (ROI)

How does the technology you are deploying help mitigate the impact and/or likelihood of a negative incident?



Measuring the Cost of Potential Incidents

1. Identify Key Assets

What are the most valuable assets to your organization? In addition to people and property, consider other assets such as intellectual property, business operations and brand reputation.

2. Determine the Impact

What financial impact would result from an incident occurring against one of these assets? The incident may be criminal, fraudulent, accidental, natural or otherwise. Measure this impact over an extended period, such as three years.

3. Consider the Likelihood

For each of the incidents against each of the assets previously identified, what are the chances of that incident occurring? Apply this weighting factor to the impact calculated in the previous step.

Video Surveillance can reduce both the **IMPACT and the **LIKELIHOOD** of a security or safety incident in your organization.**



To learn how Pivot3 improves your ROI beyond traditional server and storage solutions, visit Pivot3.com