

# TAKING VIDEO SURVEILLANCE TO A NEW LEVEL

Godrej Security Solutions is transforming video management analytics systems for customers with high-performance, customizable solutions



Security & Surveillance

India

## Business needs

Godrej Security Solutions (Godrej) has successfully provided video surveillance solutions for many years. The company wanted to work with an original equipment manufacturer (OEM) that would enable customers to embrace advanced video management system technology and analytics.

## Solutions at a glance

- [OEM Solutions](#)
- [Servers](#)
- [Storage](#)

## Business results

- Drives transformation of surveillance systems to include analytics
- Meets the needs of financial services plus oil and gas industry customers
- 30% to 40% reduction in deployment costs thanks to breadth of OEM options
- Delivers system designs in less than 24 hours using Dell EMC Surveillance Sizing tool
- Prevents data loss or system downtime with high level of redundancy

# 30-40%

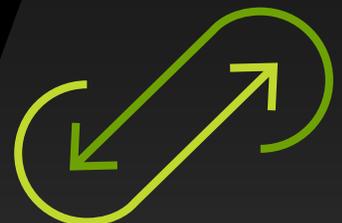
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Video surveillance is evolving fast. Thanks to improvements in video and image processing software, networks, data processing and storage, a basic surveillance camera can do much more than in the past. For example, video footage nowadays can provide actionable insight for functions such as marketing, building design and personnel management.

## A leader in the evolution of video

India-based Godrej Security Solutions (Godrej) is at the forefront of video surveillance technology. The company is driving the adoption of advance management systems and analytics through its IQ Vision video surveillance software products. Among those products, small to medium-sized companies can access IQ Vision Starter software for free. The aim is to acquaint users with small video management systems. Large enterprises, on the other hand, can buy the IQ Vision Ultimate, which supports an unlimited number of cameras and is backed by dedicated servers and storage arrays.

## The search for an OEM

As a video surveillance specialist, Godrej wanted to partner with an original equipment manufacturer (OEM) to provide the hardware on which Godrej could run its IQ Vision systems, which include facial recognition software. “We wanted to work with an OEM that understood our business and offered solutions that were validated for our key customers,” says Kiran Kumar Thakkar, senior manager of technology at Godrej.

Godrej also aimed to work with an OEM that could streamline sales, deployment and support processes. What this meant was enabling Godrej to offer tailored platforms for its IQ Vision on short notice. “We need a high level of agility so that we could get back to customers with a design for their surveillance solution within a couple of days,” comments Thakkar. “In addition, we had to ensure that deployment was seamless and support was quickly provided once our technology was installed.”

## A partner that understands the surveillance market

The company engaged with Dell EMC OEM Solutions to meet its requirements. What sealed the deal for Godrej was the Dell EMC VSS1600, a dedicated video surveillance solution that the OEM team offered. The solution is a compact block-level storage array to support highly distributed surveillance environments. “It was clear that Dell EMC OEM understood our market and had developed solutions that were validated for customers in financial services and the oil and gas industry,” says Thakkar.

*“We are transforming our video surveillance technology with the support of Dell EMC OEM Solutions — enabling customers to embrace video management and video analytics to enhance their operations.”*

**Kiran Kumar Thakkar**

Senior Manager of Technology,  
Godrej Security Solutions



*“Dell EMC is helping drive development and enabling Godrej to support companies globally whatever their surveillance and analytics requirements”*

**Kiran Kumar Thakkar**  
Senior Manager of Technology,  
Godrej Security Solutions

## New video management and analytics capabilities

Overtime, the relationship with Dell EMC OEM evolved, and Godrej began to offer a wider range of Dell EMC-based platforms for IQ Vision. This included graphical processing unit (GPU)-based servers optimized for the IQ Vision portfolio. Comments Thakkar, “We have found that Dell EMC is a leader in combining GPU technology with its servers to support the surveillance market. Our servers through the OEM team contain the most advanced GPU cards from NVIDIA, including the Tesla range, to enable facial recognition, AI and deep learning.”

## Transforms customer surveillance capabilities

Today, Godrej is helping businesses in India to meet the challenges of video surveillance and transform their surveillance capabilities to include video management and analytics. For instance, using facial recognition technology built and integrated with IQ Vision software, customer systems can identify persons who are wanted by the security services. Furthermore, they can analyze footage to assess the efficiency of personnel and identify areas where they can improve safety for staff. “We are transforming our video surveillance technology with the support of Dell EMC OEM Solutions — enabling customers to embrace video management and video analytics to enhance their operations,” says Thakkar.

## Delivers 30 – 40 percent reduced surveillance costs

Godrej is also able to deliver advanced video surveillance and analytics at a lower price point than competitors — ensuring more businesses can afford the technology. This is because Dell EMC OEM Solutions is providing platforms that mix both flash storage with lower-cost storage drives and GPUs. The hardware underpinning IQ Vision, for instance, includes Dell EMC Unity 300/400/500/600 Hybrid Flash Storage and Dell EMC SC-Series 3000/5000/7000/9000 arrays. And, in all cases, compute power is delivered through Dell EMC OEM PowerEdge

servers. “We have optimized our technology using Dell EMC OEM hardware to provide customers with a solution that is up to 30 – 40 percent more cost-effective than the offerings of competitors,” says Thakkar. “We have also been able to reduce the cost of ownership for customers through the GPUs lowering the solution’s compute requirements.”

## Serves up designs to customers in a day

Not only is Godrej more price competitive, its support is also more responsive. Using the processes that Godrej has in place with Dell EMC OEM Solutions, specifically the Dell EMC Surveillance Sizing tool for hardware platforms, Godrej can respond to customers fast. “We can provide customers with a design in a day and then act on that very quickly to reduce procurement times,” says Thakkar. “Because our Dell EMC platforms are pre-validated, the deployment process is very smooth.”

## Keeps data locked down at all times

Customers, including financial services companies, know their video surveillance data is safe and that their Godrej surveillance systems are fully redundant to avoid downtime. As Thakkar points out, customers simply can’t afford for their surveillance systems to go offline because it only takes a second for a serious event to occur. “Banks, for example, need the confidence that their surveillance will be available around-the-clock,” he says. “We can give our customers the level of security they require by working with Dell EMC OEM Solutions for our hardware platforms.”

## Achieves new level of business agility

Thakkar is confident the great relationship that Godrej has with Dell EMC OEM Solutions will continue. He puts this down to the commitment of the OEM team and the continued evolution of the Dell EMC portfolio. “We see that Dell EMC is helping transform the role of technology in supporting business across many industries. Certainly, for us, Dell EMC is helping drive development and enabling Godrej to support companies globally whatever their surveillance and analytics requirements.”



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