United Systems Educates SMBs on Surveillance & Security Breakthrough

SMBs Turn Surveillance Cameras into Data Hubs to Enhance Customer Experience

QUINCY, IL – March 2019 - United Systems a leading managed technology services provider (MTSP), is helping small to mid-sized businesses (SMBs) to take advantage of dramatically increased capabilities in surveillance cameras. As security, both online and offline, has become a growing concern for many small business owners, United Systems is educating business owners on how recent advances in facial recognition and surveillance camera capabilities can protect their organizations from threats, while simultaneously enhancing customer experience.

"These aren't your dad's old security cameras," stated Mike Melton, President of United Systems. "Security cameras have now become intelligent. Some of the most common problems with security in the past were the result of low-light environments with blurry, low-resolution cameras. When a breach would occur, authorities would have to review recordings or employ staff to monitor them live. However, the recent changes in our industry have taken security to a whole new level. Many SMBs have started to take advantage of extremely sharp, 4K resolution and when paired with facial recognition software, business owners can custom tailor their client experience. This is huge for all sorts of industries, especially organizations that are highly-trafficked or security is an extremely high priority," Melton added.

For years, one of the simplest ways to sneak into an organization, was merely by tailgating a group of secure employees. One person would swipe their access card and then hold the door open for everyone and the threat would walk right in through the front door. By the time anyone realized there was a potential threat, the infiltrator could've already left with any sensitive data that they wanted. Now, with real-time, streaming access paired with facial recognition software, surveillance cameras can recognize people by their faces. When cross-checked with a database, certain visitors can be treated as VIPs, elevating their experience, while other suspicious visitors can be prevented from accessing any areas of the organization, at the first line of defense. Casinos, banks, stadiums, corporate buildings and high-end retailers are obvious industries that could benefit from this technology, however the applications are seemingly endless.

Essentially, every single company now has the ability to constantly monitor all access points, recognize and categorize visitors based on their history with the company, manage important information and detect threats before they occur, instead of needing to remedy attacks after the fact. "It's a complete paradigm shift," concluded Melton.

ABOUT UNITED SYSTEMS, INC.

Founded in 1986, United Systems, Inc. is committed to establishing and maintaining a dynamic partnership with every customer. Extensive technology and service experience allows the United Systems, Inc. team to develop an understanding of each customer's unique requirements, and to respond to those requirements quickly and effectively.

Our mission is that we are in business to serve every customer in the tri-state area with priority service. Our goal is to make their businesses profitable and provide a competitive edge with the use of technology and services.

For more information on United Systems, Inc., call (217) 228-0315 or visit www.4unitedsystems.com.