



**HOOSIER**  
SECURITY

WHITE PAPER

# How to Protect Outdoor Assets with an Active Security Solution

*Reduce or Eliminate  
Security Guard  
Expense by  
Leveraging Technology*



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Adequately securing outdoor perimeters has eluded end users and systems integrators alike for what seems like forever. The old standby solutions, such as photo beams and outdoor motion detectors, often haven't proven enough to ensure sufficient security. Outdoor assets are, simply stated, very tough to secure. But, since perimeter protection is the very first line of defense in the overall security of a facility, making sure that the technology solutions in place are up to the challenge is key. That's where the ultimate safeguarding of a property is pivotal.

## **LEVERAGE NEW TECHNOLOGIES TO SOLVE OLD CHALLENGES**

Traditional solutions have, unfortunately, presented some undeniable vulnerabilities in outdoor perimeter protection. Among them, photo beams. While they do provide an invisible 'fence', which, when broken by a trespasser, create an alarm condition, they can also be guilty of producing false alarms. And outdoor motion detector alarms, traditionally employed to protect the perimeter of a home or business, are limited in their capabilities, as well, and often not enough to provide adequate outdoor perimeter detection. Motion detectors are also susceptible to costly and annoying false alarms caused by outdoor environmental conditions and wind. Given the weaknesses inherent to traditional perimeter protection solutions and the burdensome costs of hiring security guards, which can be prohibitive and limited in scope as guards simply cannot be everywhere, all the time, the availability of new technologies to better secure outdoor perimeters is welcome news right about now.

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## BUT FIRST THINGS FIRST

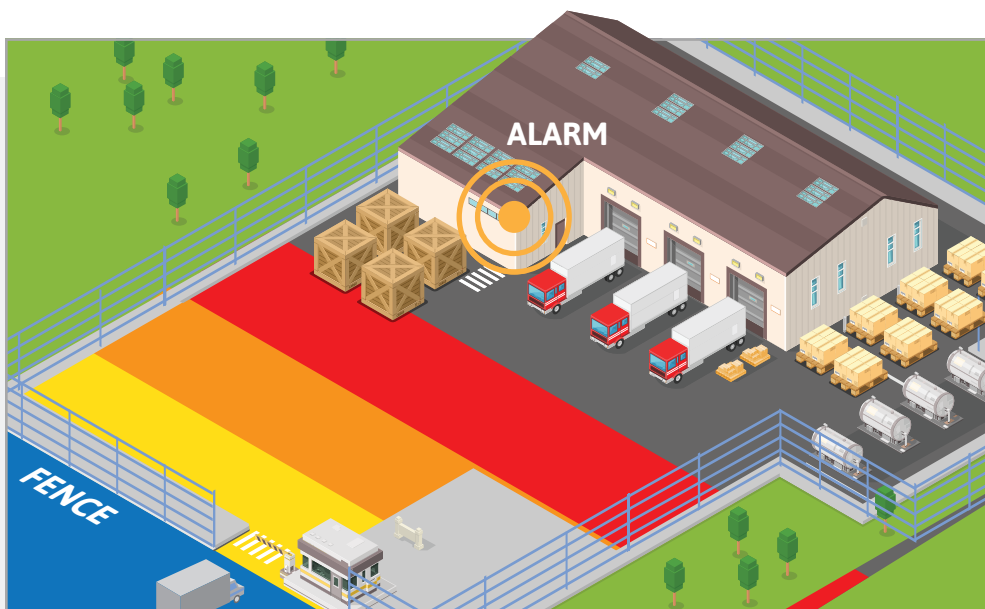
Regardless of which technologies are put in place to secure outdoor assets, some safeguards are a must. Fencing is Priority #1. An open field simply can't be secured, so fencing it off is the first order of business. Proper lighting is also necessary as you can't assess what can't be seen. Defining the security needs of the outdoor space leading into a facility is also a must. There are key differentiators between the security needs inherent to the exterior and interior of any secured location. And, keep in mind, they vary with larger versus smaller properties, but early detection is always the best protection.

## EARLY & EDUCATED DETECTION

Responding as quickly as possible to suspicious incidents is the most vehement way to ward off crime and avoid security breaches. The triggering of onsite alarms for immediate dispatch is key to identifying perpetrators and quickly mitigating security risks to a facility. Threat detection is the primary function of any solid and trusted perimeter protection solution.

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## VIABLE SOLUTIONS FOR DETECTING THREATS & PROTECTING OUTDOOR ASSETS

Surveillance cameras are a critical component in any outdoor security system but without a trusted video monitoring solution to support it, crimes can still be committed. Remote video monitoring services will ensure that an alarm is triggered—and responded to swiftly. While Hoosier will always remain an independent security company, we have fostered strong partnerships with leading manufacturers to provide customers with the ideal solution for their needs.

Because video verification is so important in protecting outdoor assets, we've partnered with industry-leading manufacturers to solve outdoor security challenges. Through these partnerships, Hoosier can that bring to market a wireless intruder alarm system with integrated video verification and offer our "SITEWatch: Active Security" solution. It will trigger an alarm condition, prompting a trained operator at the central station to personally respond to the live video within seconds. Our central station responds to burglaries by calling police dispatch with a verified burglary identifying the perpetrators on camera. A video verified intrusion in progress receives priority response, unlike an unverified alarm, which mitigates damage and leads to actual arrests.

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Advanced video analytics solutions can also be very effective in protecting outdoor assets, and Hoosier offers superior analytics solutions fully supported by our central station's monitoring capabilities. Our security analysis software offering is redefining the capabilities of outdoor perimeter protection security systems. It's a high-level, streamlined analytics platform that examines user feedback to easily recognize and adapt to motions and incidents pertinent to their business while, at the same time, isolates actions not relevant to the scene. **It's like having a thousand security guards who never sleep, and work for mere pennies an hour!** As users identify relevant information, our analytics capabilities the patterns of potential incidents or threats. The more feedback users provide, the more intuitive the system is to what matters most to them, thereby reducing false positives and saving them valuable time. Users will receive alerts on mobile platforms when people or vehicles are entering safety-restricted outdoor areas to ensure their facilities are always guarded and protected.

## OPTIMUM RESULTS

Leveraging new, advanced technology for perimeter detection will not only better protect outdoor assets, it can significantly reduce security guard costs and the possibility of human error. A live person monitoring the video feed remotely can distinguish between an intruder and a simple nuisance alarm. Verifying that a crime is actually in progress helps reduce false alarms and unnecessary police dispatch and better protect people and property.

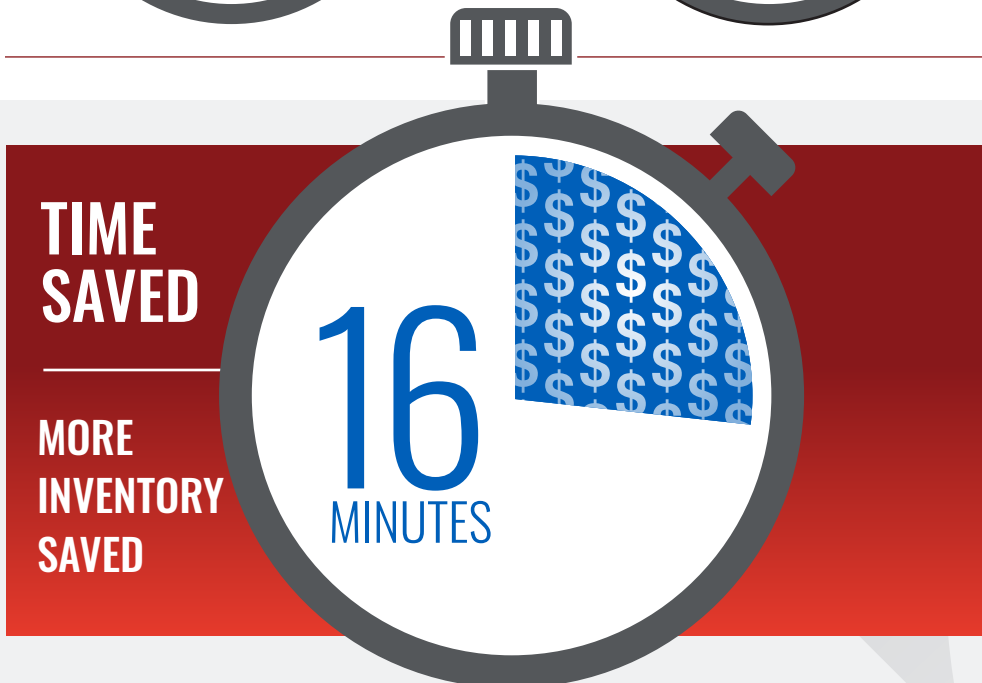
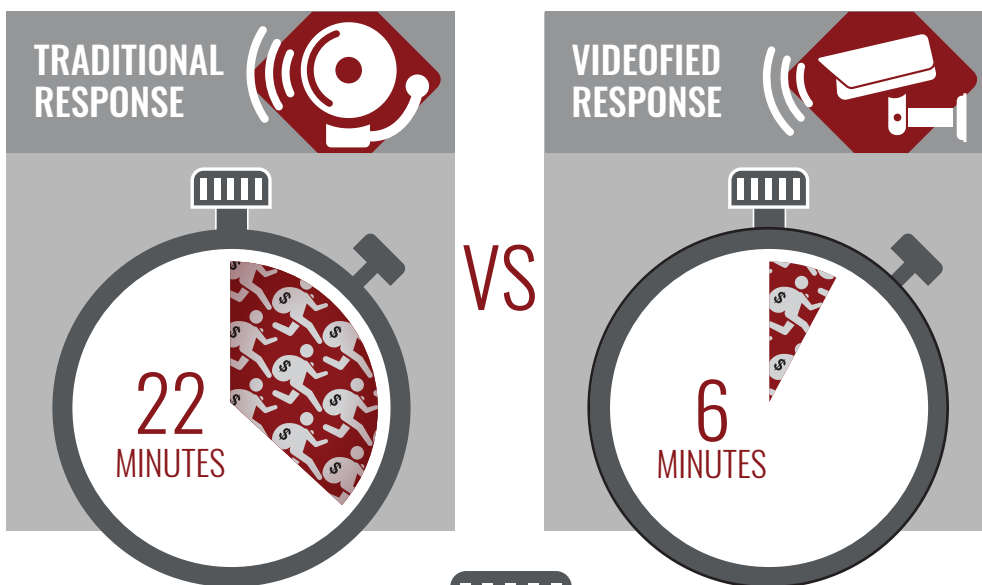
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# WHAT COULD AN INTRUDER STEAL OR DESTROY IN 16 MINUTES?

The response differential between traditional alarms and our video alarms could be the critical difference in the amount of damage or loss of inventory as a result of intruders.



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GIVE US A CALL TODAY

**317-644-0570**

Let's discuss how we can deploy a video monitoring solution to further protect you and your property.

We are happy to schedule a site visit to your facility so we can provide an extensive customized report on the status of your current outdoor asset security and provide a recommended site plan to solve any issues inherent to your site.

Hoosier Security has extensive experience in custom video surveillance systems. We design, install and maintain systems across the United States, and Video Monitoring is one of our specialties. We're adept at leveraging technology to solve complicated loss problems and provide and exceptional level of service.



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