



Jeff Allen
President

CTI Educates SMBs on Surveillance & Security Breakthrough

SMBs Turn Surveillance Cameras into Data Hubs to Enhance Customer Experience

BURTON, MI – March 2019 - CTI 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, CTI 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 Jeff Allen, President of CTI. “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,” Allen 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 Allen.

ABOUT CTI

Communications Technologies, Inc. (CTI) is an independently, locally owned voice and data communications company serving Michigan businesses for over 25 years. CTI is a one-source solution for ordering dial tone and high-speed Internet, providing voice and data cabling, and installation and support of business telephone systems and computer networks. The company takes a consultative approach to its customers’ needs and makes recommendations based on over 100 years of combined experience and expertise. CTI actively supports the community through its involvement with non-profit and other charitable organizations. CTI’s goal is to add value, differentiate its services, and deliver strategic technologies with integrity and innovation resulting in the highest level of customer profitability, satisfaction and competition advantage. For more information about CTI please call 800-860-6910 or visit www.cti4u.com.