# GENESIS
## SECURITY SERVICES INC.

## actuate

**CASE STUDY:**

ENHANCING REMOTE GUARDING WITH ACTUATE

# PROBLEM:
## Too Many Low-Quality Alerts

In early 2020, Genesis' Monitoring Center received an overwhelming number of motion alerts every day. Responding to all the alerts too costly and endangered profitability, so Genesis sought out an analytics partner that could filter down the alerts to focus on true threats to their customers' facilities.

# ABOUT GENESIS

Genesis Security Services, Inc. (GSS) has more than 20 years of experience in alarm monitoring and remote guarding. We operate a 24/7 Monitoring Center that deploys a robust video handling system that enables our operators to rapidly process video alarms and dispatch in real-time

This year, we evaluated AI analytics to increase detection accuracy, improve operator effectiveness, and differentiate ourselves as a leader in the monitoring industry that adopts the latest AI technology to protect our customers' assets. **Actuate beat out all other solutions due to its accuracy and ease of use.**

We agreed to publish this case study to share our experiences with Actuate as our endorsement of their reliable technology and outstanding customer service. If there are any questions, please feel free to contact me with the information below.

- Yasel Morales, Director of Technology

# PROCESS:
## Implementing Actuate AI

**Actuate only needs credentials to integrate and is completely software-based.** It operates using only cloud resources, which does not affect server resources, whereas the other provider exacted a significant workload on our VMS server.

**Actuate integrates seamlessly with Milestone with only credentials**, enabling fast deployment and low bandwidth usage.

**Actuate can propagate alerts into both Milestone** as well as traditional central station automation software such as **Sureview / Immix**. This provided us with a high degree of flexibility without any disruption to existing operations workflows.

**Actuate reduced false alerts by 97%**, while the other analytics provider was only able to achieve a 77% reduction.

# RESULT:
## Business Transformation

**Actuate reduced false alarms by 97%,** enabling each of our central station operators to monitor more cameras more effectively

**We caught more intruders** because our operators no longer suffered from fatigue

**We passed cost savings to our customers**, which amounted up to $24 million for our largest customer, and reduced our need for post-crime forensic analysis due to real-time detection

**Actuate minimizes system downtime** by providing a daily camera status report

**Actuate allowed us to differentiate** by offering better security to our customers

**The Actuate dashboard lets us quantify cost savings** and provide enhanced security insights to our customers.

# RECENT ARRESTS

Armed with cutting-edge video analytics, Genesis's operators respond to incidents that would have otherwise been missed, enabling more effective remote monitoring and guard dispatch.



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