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# Introduction

## Why TCO matters more than ever

Total Cost of Ownership (TCO) is an established concept in many sectors: a way for customers to work out best value, by taking account of the full costs of any system across its full lifecycle.

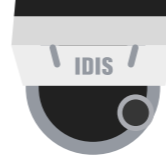
IDIS was one of the first video tech vendors, to highlight the importance of TCO with an eBook in 2019. Today, however, the market has become crowded with vendors referring to TCO and claiming to offer long-term value. It's an easy claim to make, but too often it's mixed with marketing spin. For end users and systems integrators this can be misleading, discouraging them from asking questions and accurately assessing the value of their system.

But IDIS is continuing to set the standard, reminding our partners and customers that a clear understanding of TCO and ROI is more important than ever. They are both crucial metrics for systems integrators, heads of security, facilities, and loss prevention managers looking to build solid and compelling business cases for investing in IP video technology.

### Proven expertise in TCO and ROI

Since 1997, IDIS has earned its reputation as the world's leading manufacturer of video recording technology.

From the early 00s, with the rise of network video surveillance, we recognized the need for



end-to-end video surveillance systems that simply worked. We knew that customers wanted IP surveillance systems free of complexity; ones that were simple to install, operate, and maintain.

So, IDIS pioneered a true plug-and-play video surveillance solution, DirectIP®, in 2013 to meet the needs of businesses large and small.

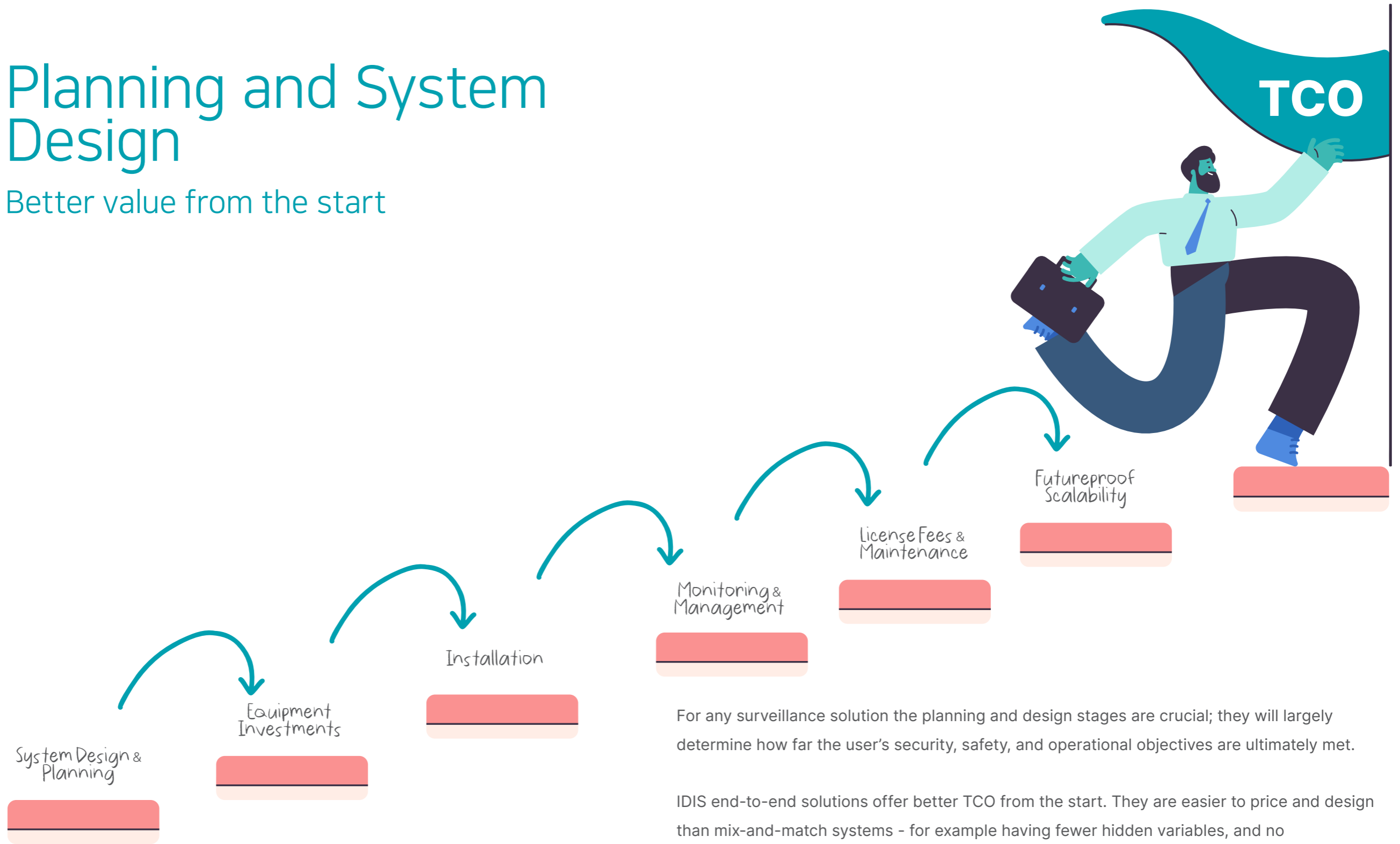
Today, IDIS continues to offer a total solution approach for applications of any type, scope, and scale. And our solutions encompass video surveillance and AI-powered analytics, while giving users the assurance of South Korean design and manufacturing origin.

Developed to address real-world security, safety, and other operational challenges, IDIS solutions deliver high-performance, robust quality, and an industry-best low total cost of ownership (TCO).

Many costs and efficiency savings are difficult to estimate, and will vary depending on the application, but in this eBook, we will give you specific industry sector examples and highlight the latest tech trends that are reducing operating expenditure for our customers. Taking an overview approach, used either as a whole or in part, helps end-users understand their true costs from the beginning of their buying cycle.

# 1. Planning and System Design

Better value from the start



For any surveillance solution the planning and design stages are crucial; they will largely determine how far the user's security, safety, and operational objectives are ultimately met.

IDIS end-to-end solutions offer better TCO from the start. They are easier to price and design than mix-and-match systems - for example having fewer hidden variables, and no uncertainties when it comes to ongoing license fees.

Because all IDIS devices and software are from a single manufacturer, they seamlessly connect. And when cameras and NVRs mutually authenticate, that not only reduces uncertainty, it also means customers get improved cybersecurity, assured compatibility, and rich functionality that simply works.

# 2. Hardware

Everything needed, all connecting seamlessly

IDIS's high performance, complexity-free offering includes a full range of NDAA-compliant IP cameras; network video recorders (NVRs) from 4 to 265-channels; AI box add-on devices; network accessories and a choice of client software or enterprise-class video management software (VMS) with service modules including deep learning analytics and failover; everything needed to allow the efficient design of complete video surveillance and AI-powered analytics solutions.



When it comes to storage, on-prem options are faster and easier to price, with simple-to-understand upfront costs, plus eSata devices available for customers that need extended retention periods.

For high-risk environments, or businesses with high value assets such as luxury retail, IDIS also gives users the option of edge, on-prem NVR, and should they need it, create virtualized recording environments. IDIS's feature-rich client software, IDIS Center, includes everything needed, free of charge even for just one camera and NVR. And the enterprise-level VMS, IDIS Solution Suite, is a modular platform with one-off license fees and no ongoing maintenance agreements or device connection costs.

These elements contribute to incremental advantages at each stage: acquiring, planning, pricing, and designing surveillance systems. Using the IDIS one-stop-shop model saves time and money working with consultants and systems integrators. It also eliminates the all-too-common need for re-designs or additional effort when it comes to evaluating compatibility issues, loss of camera functionality, and cybersecurity weaknesses. These additional complexities all need to be considered as tradeoffs for those using mix-and-match solutions or cloud-based systems. Avoiding equipment and VMS from different vendors almost always results in a lower TCO.

# 3. Installation

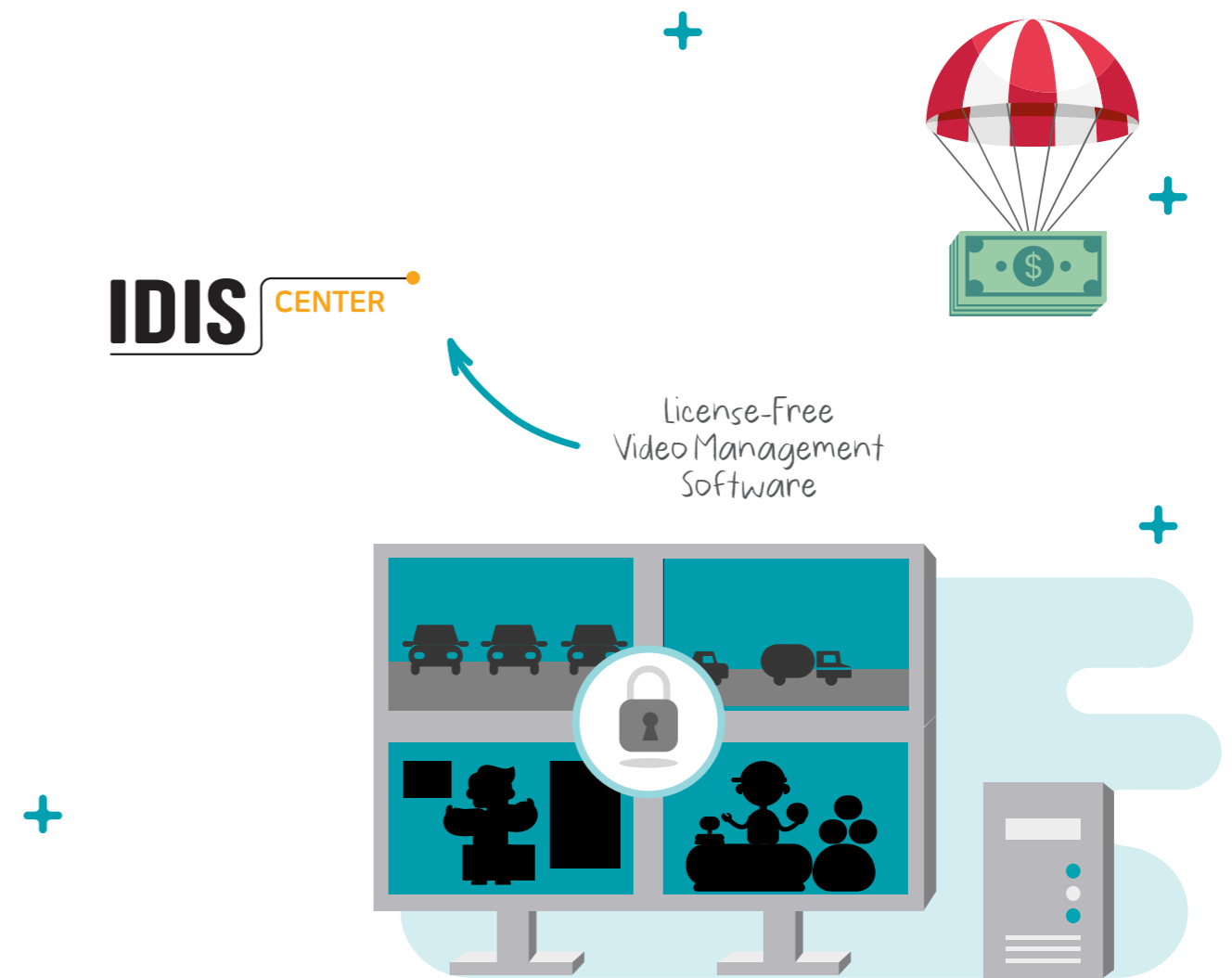
Complete plug-and-play solutions without complexity

DirectIP® is a powerful, plug-and-play technology designed to deliver rich functionality and make installations faster and smoother, minimizing disruption, preventing project overruns, and reducing maintenance burdens.

IDIS cameras also utilize Power over Ethernet (PoE), eliminating the need for power cables. And the hierarchical connection structure between cameras and NVRs that come with built in PoE switches reduces cabling work.



IDIS's For Every Network (FEN) peer-to-peer technology lets engineers deploy and configure secure, multi-site surveillance solutions that deliver centralized monitoring and control without in-depth knowledge of routing or networking. FEN is an access and data transmission security system developed by IDIS to eliminate the need for expert knowledge of routers or NAT devices.



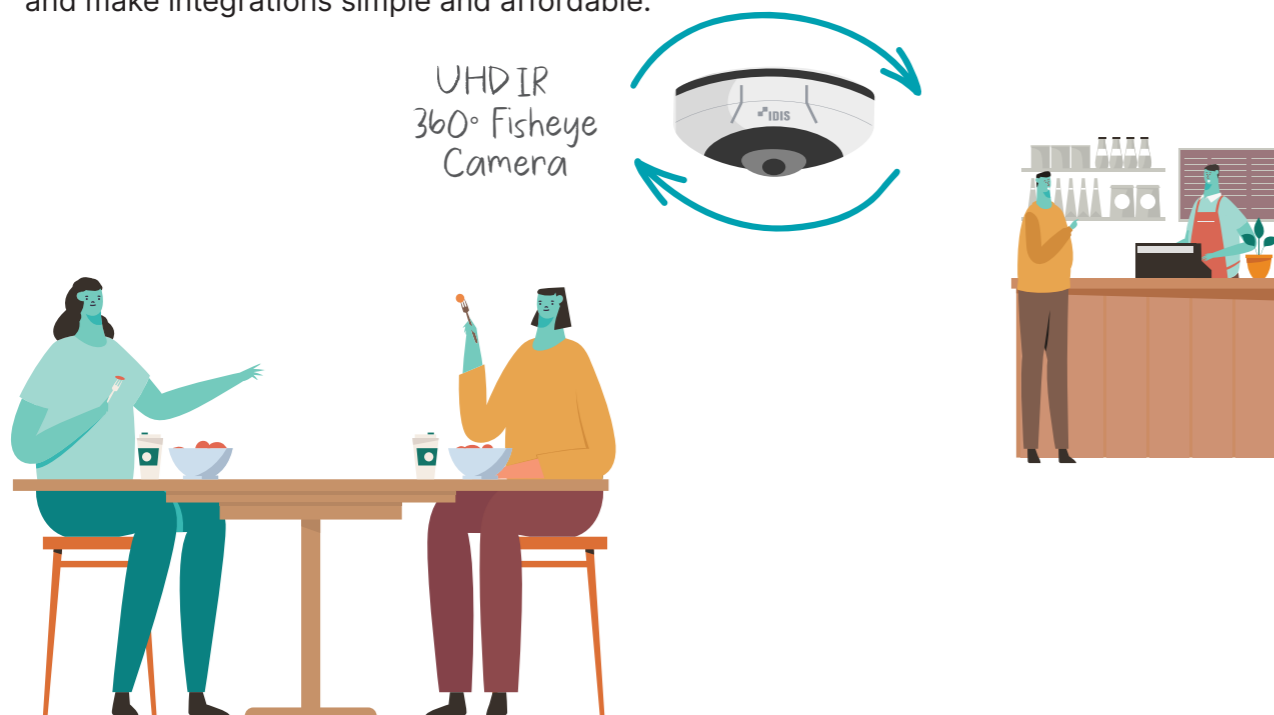
Video walls are no longer the preserve of large organizations with big budgets and sophisticated control rooms. The IDIS Video Wall Station is designed as a simple plug-in that works with our cost-free IDIS Center client software. Using a single service and network wall controller users can manage up to 12 UHD monitors, connect 4,096 cameras, and allow operators to monitor 64 panes simultaneously. And they can easily customize monitors to display the most critical video streams.

Further, our 8-channel encoder digitizes various brands of analog camera signals to provide excellent HD image quality, ensuring that end-users can continue to support legacy cameras, use a mix-and-match analog and IP approach, or manage phased upgrades to full network surveillance.

## A one-stop-shop approach

IDIS also has a range of off-the-shelf, end-to-end solutions designed around the operational needs of users in all sectors. This includes specialist cameras for ATMs; an AI box for retail, designed to deliver essential in-store and customer insights; our HDMI/VGA encoder for simple point-of-sale integration; discreet and low profile cameras for high-end retail and sensitive healthcare settings; affordable federation services for large school districts; UHD IR fisheyes with text-in capabilities that can cover multiple loading bays in logistics; and a varied range of cameras and recorders suitable for retail chains and offices of all sizes.

With true plug-and-play technology and our end-to-end solution approach IDIS significantly reduces installation costs. And our network accessories extend legacy equipment lifecycles and make integrations simple and affordable.

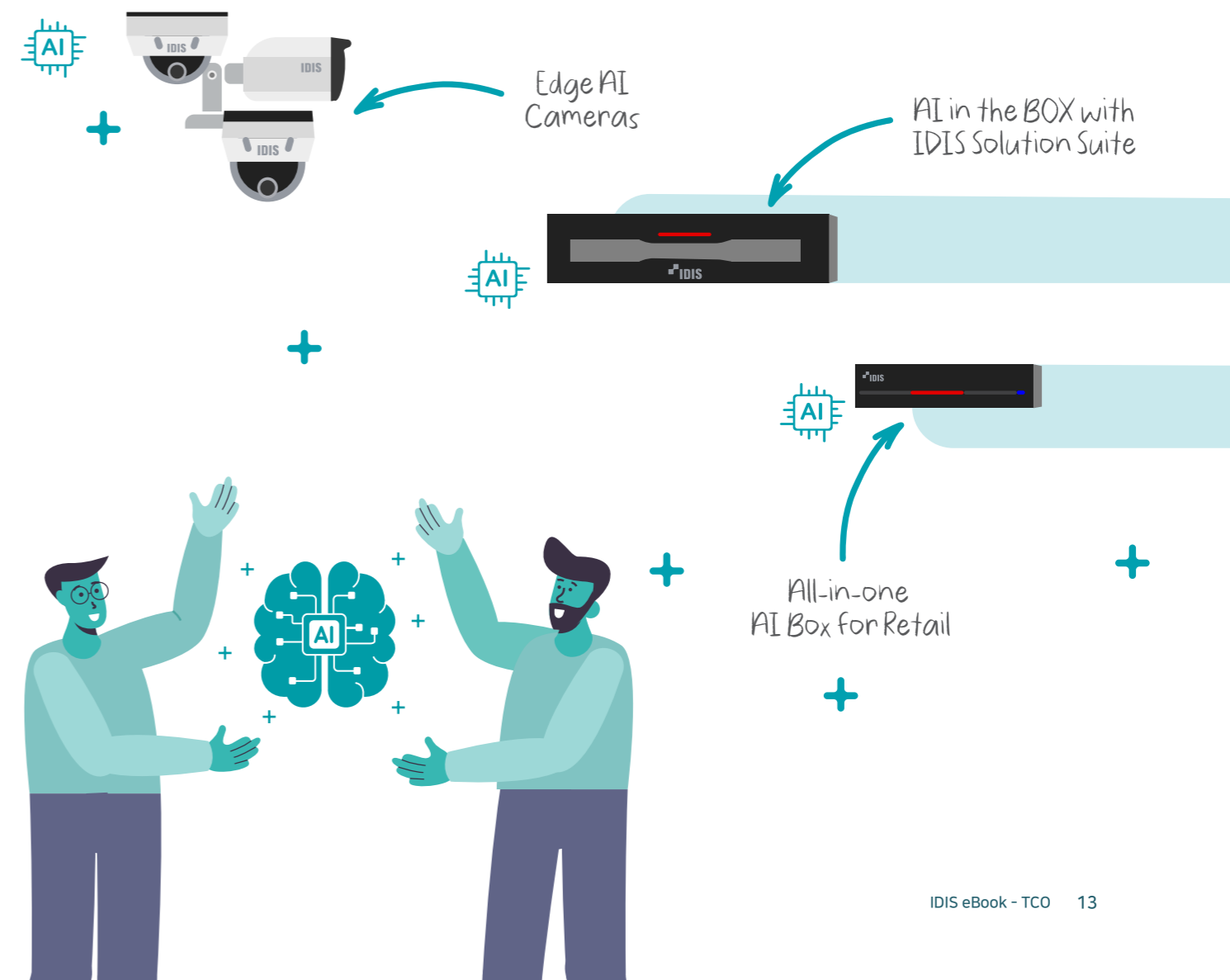


## AI-powered video for businesses of any size

We are also making sure that harnessing the power of deep-learning analytics is an option available to all customers, no matter the size, type, or scope of their application. That's why we offer a range of simple plug-in AI Box devices, designed to meet the needs of smaller organizations and retail branch networks.

For instance, our all-in-one AI Box for Retail means security tech no longer needs to be a grudge purchase to tackle crime. It comes with all the analytics tools that mean security cameras can deliver actionable insights to boost profits. Our multi-award-winning AI Box for Surveillance and Edge AI cameras make it easy for SMEs to benefit from enhanced security and operational efficiency, taking advantage of analytics capabilities without upfront or ongoing license fees. And for larger organizations IDIS offers a choice of AI Box servers that are AI-ready and can handle up to 64 channels.

Whatever scale the application, systems integrators and multiple end-user stakeholders can demonstrate a compelling business case thanks to lower installation costs; streamlined and inherent cybersecurity; a more seamless, end-to-end solution approach encompassing hardware, software, and powerful AI box devices; and the assurance of trusted and proven South Korean technology – all backed by industry-leading warranties.



# 4. Monitoring & Management

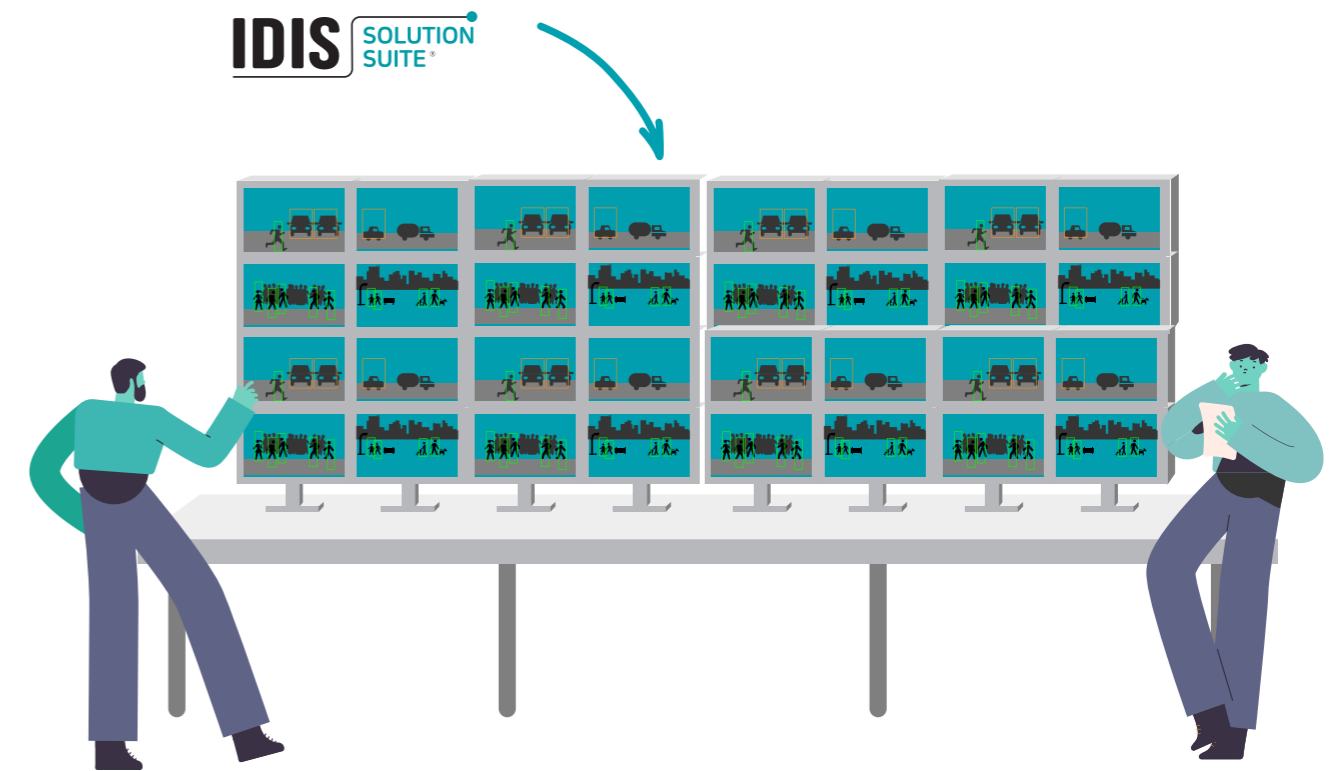
Change to IDIS offers a choice of software to suit applications of any size and, most importantly, both options feature intuitive interfaces, simple drop down menus and use our patented Smart UX Controls giving operators smoother PTZ controls and world-class fisheye dewarping, providing a superior user experience. And no matter which software option customers choose, when they need to expand their system or upgrade their VMS to improve their security posture, they have the assurance of retaining the same user experience.



## Client software with advantages for small to mid-sized organizations

Many small to mid-sized customers don't need or want a centralized monitoring environment, for example those with standalone facilities or just a handful of sites. This makes IDIS Center a popular choice, while still giving users the assurance of software upgrades.

IDIS Center can handle up to 1,024 devices and gives security staff and managers essential functionality. Rich features include live monitoring, playback, real-time notifications, panic recording, and e-map and quad screen monitoring. Customers can still integrate third-party systems and devices via IDIS NVRs, allowing seamless handling of access control, intruder, intercom, audio systems and a other site specific devices.



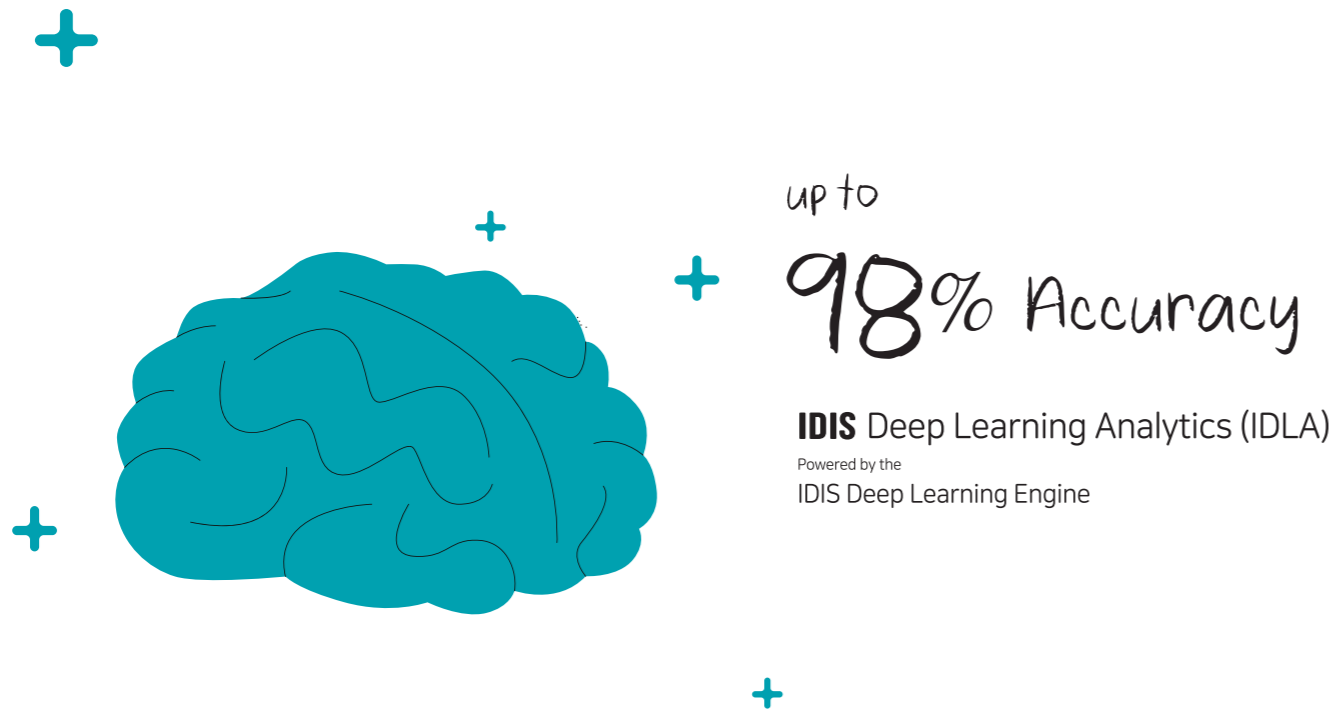
## Smooth management an unlimited number of devices and sites

For larger customers that want to centrally monitor and manage an unlimited number of devices and sites, IDIS Solution Suite VMS offers outstanding functionality and value.

As the foundation for your surveillance system, IDIS Solution Suite delivers the essential, high-performance video management features you need: including recording of video and audio; camera administration and management; recording scheduling; search options and playback; simultaneous viewing of video streams from multiple cameras with no visible latency, even in low bandwidth environments; event relay with video pop-ups; and user access control and audit trails.

Better yet, it's modular with a choice of services to suit critical infrastructure sites, banking, logistics and warehousing operators through to multi branch retail chains – for example, federation and video wall services, and inherent critical failover that offers protection against a range of fault conditions.





### Operational efficiency with AI-powered analytics

IDIS Solution Suite also comes with the option to adopt the in-house developed and trained IDIS Deep Learning Analytics (IDLA), delivering up to 98% accurate object classification and detection. IDLA has the power to transform control room operations by eliminating false alarms associated with conventional analytics by using object classification to provide security operatives AI-powered alerts for intrusion, loitering, and face detection, line crossing as well as powerful metadata search tools.

Operators no longer need to monitor multiple channels but can take a more proactive approach by responding to alerts before losses and accidents occur. IDLA also allows users to configure sites and relay alerts based on their own risk assessments, and understanding of local factors; for instance, an intruder in parking lot in an inner city could be a harmless vagrant looking for a place to rest, while a trespasser in a more remote location may be more likely to present a risk.

When organizations take advantage of automated detection, they may choose to reduce their control room resources, for example redeploying staff to more valuable and rewarding front line tasks, providing on the ground vigilance, greeting and welcoming visitors and better serving a wider range of stakeholders.

## 5. License Fees and Maintenance

When it comes to VMS and associated service module licensing fees this is where IDIS' total cost of ownership (TCO) packs a punch compared to competitors.

Traditional VMS vendors bundle functionality meaning customers pay both upfront and annual maintenance fees for functions they don't need and very often never use. At the same time, many VMS vendors have made functionality such as federation services prohibitive even for larger organizations. Not only does this prevent them from having a centralized view of their estate but eats up a significant chunk of annual security budgets resulting in high operating expenditure (OPEX). Many organizations, particularly those outside of the enterprise sector this delays the adoption of newer technology, urgent upgrades, and the advantages of situational awareness from video walls before customers even think about deploying deep learning analytics.



# 6. Futureproof Scalability

For example, newer cloud-based vendors often lock customers into lengthy contracts that involve paying license fees for every camera and VMS feature, whether they are used or not. And cloud storage costs can increase more than expected, for example when systems are upgraded and cameras with higher definition are adopted. Customers that need extended retention periods can find themselves stuck with a significant storage cost burden. In addition, cloud-based solutions can be problematic for sectors facing critical cybersecurity risks, including critical infrastructure or commercially sensitive sites.

This is where IDIS TCO savings become a real benefit. Small to medium customers can take advantage of the feature rich IDIS Center software that gives security teams everything they need to manage the safety and security of their people, facilities and assets while providing other staff such as store managers, teaching staff, and operations managers the authorization to live view, play back and export footage with no upfront or ongoing license fees.

For larger organizations IDIS Solution Suite is truly modular and lets customers choose a mix and match of services they need to tackle their unique security, safety, and other operational challenges. Each service module comes with a single upfront payment and no ongoing maintenance license fees. The same is true of IDIS Deep Learning Analytics yet IDIS also gives customers the choice to

target their deep learning journey by adopting AI box devices or edge AI cameras.

And because IDIS offers end-to-end solutions this eliminates complexity and cost, we also offer free software and firmware updates.

Integrating security systems can also further streamline processes, reduce the need for manual intervention and eliminate siloed systems, which saves time and effort and simultaneously creates a more robust security infrastructure to mitigate threats more effectively.

IDIS Solution Suite integrates with an array of popular access control software, perimeter intruder detection systems (PIDS), audio, intruder systems and license plate recognition systems. For retail, our HDMI/VGA is proving simple and cost-effective to integrate with point of sale (POS) systems and our AI retail box can easily be integrated with ERP systems. Cameras with text-in functionality provide asset tracking options while our industry-best fisheyes can provide oversight of up to four loading bays, making IDIS solutions ideal for large scale and multi-site manufacturing, logistics and warehouse applications. IDIS Solution Suite also comes with its own deep learning analytics engine offering highly accurate intrusion, loitering, and facial detection, line crossing, and powerful metadata search tools.





IDIS remains focused on interoperability, scalability, and reliability, which means that customers can be confident that when they choose IDIS Solution Suite they can leverage new technologies and continue to mitigate risks well into the future. For instance, retailers are now integrating IDIS people counting and heatmapping into their ERP systems to benefit a wider range of stakeholders, and significantly increasing value on their investments.

IDIS makes its Software Development Kits (SDKs) freely available to enable integrators to create custom integrations to meet any unique customer requirements for security, safety, and operational improvement. And with the IDIS assurance of robust SDK support, integrators can work with customers to build their own applications or integrate existing third-party solutions into their VMS ecosystems.



# Our continuing commitment to TCO value

For surveillance users and their integration partners, it's more important than ever to understand the real total cost of ownership (TCO) of the video technology they rely on. Video systems no longer need to be seen as a grudge purchase but an asset that not only proves critical in a crisis, but also boosts productivity and profits.

IDIS led the market as one of the first vendors to highlight this crucial metric, and industry beating TCO value remains one of our strengths. Today, we are continually innovating, and working with integration partners and customers globally to continually improve our TCO offering, and to build compelling business cases for investing in the best IP video.





#### IDIS HQ

IDIS Tower, 344 Pangyo-ro  
Bundang-gu, Seongnam-si  
Gyeonggi-do, 13493  
Republic of Korea

**T** +82 (0)31 723 5400  
**F** +82 (0)31 723 5100  
**E** sales@idisglobal.com

#### IDIS America

801 Hammond Street  
Suite 200  
Coppell, TX 75019  
U.S.A.

**T** +1 469 444 6538  
**F** +1 469 464 4449  
**E** sales\_americas@idisglobal.com

#### IDIS Europe

1000 Great West Road  
Brentford, Middlesex  
TW8 9HH  
United Kingdom

**T** +44 (0)203 657 5678  
**F** +44 (0)203 697 9360  
**E** uksales@idisglobal.com

#### IDIS Middle East

P.O. Box 341037  
D-308, DSO HQ Bldg  
Dubai Silicon Oasis  
Dubai, U.A.E.

**T** +971 4 501 5434  
**F** +971 4 501 5436  
**E** sales\_mena@idisglobal.com

#### Turkiye Liaison Office

**T** +90 533 696 7780  
**E** sales\_mena@idisglobal.com

#### IDIS Netherlands

De Slof 9  
5107 RH  
Dongen  
The Netherlands

**EU Distribution Center**  
**T** +31 (0)162 387 217  
**E** sales\_eu@idisglobal.com

#### IDIS Benelux

**T** +31 (0)162 387 247  
**F** +31 (0)162 311 915  
**E** sales@bnl.idisglobal.com

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