

## SECURITY SYSTEMS TO PROTECT YOUR BUSINESS

Your business is an important asset and much like your home, needs protection in many ways. Most business owners spend their valuable time in protecting this asset from the financial point of view and in preparing themselves for any eventuality that may occur. Another facet of protecting your business is from the aspect of its physical security. Digital surveillance security systems offer a comprehensive and convenient package for businesses such as stores, hotels and convenience stores to not only protect them from inventory loss, but also to provide irrefutable proof in cases where they may be taken to court or as proof if their property is vandalized. Read on to find out how these systems can help you protect your business, keep it safe, increase your productivity and ensure your peace of mind.

### Digitron Systems



**Deepak Mistry** started Digitron Systems in 1994 along with his full time job in the IT industry. Since 1999, he started to focus on Digitron

full time and made it into a multi IT resource company which provides digital video surveillance systems, networking, support of 'phone systems and setting up wireless access amongst many other services.

He has successfully expanded this business from Pennsylvania to Florida and talks about how different kinds of businesses benefit from the digital video surveillance systems that his company offers.

Businesses that offer items for retail such as stores or gas stations, the hospitality industry or employee driven business, all need to work towards loss prevention in terms of shoplifting as well as inventory management. This is tremendously facilitated through surveillance systems. Businesses such as hotels also need to watch out for any damage to the property in terms of vandalism. Surveillance systems accomplishes all of this for business

### Third Eye Vision-Security Camera System Provider

**Prashant Patel** of Third Eye Vision-Security Camera System Provider provides services to hotels, motels, convenience stores, gas stations, liquor stores, dry cleaners, ware houses, offices, doctors clinics, ice-cream shops and all other retail stores.

The systems that he sets up help these businesses in minimizing theft, burglary, shop lifting and robberies and help to enhance employee performance and surveillance of the over all business making them more efficient in offering better customer service. "Our systems make you available at your business location 24/7 by giving remote surveillance as well as a record of activities for months."

owners and so much more. It gives them the opportunity to have more family time because the system can take care of the business.

Once the system is put into place by Digitron Systems, owners do not have to be physically at the business to view recordings. They are available for viewing Real Time as long as you have access to the Internet. Recordings can be viewed from home or anywhere else and can also be backed up onto a system away from the physical location of the business.

*"If you have a security camera at your place of business, anyone even trying to attempt a wrongful act will think twice. The visibility of the system is a prevention in itself. In other words, the system provides security by just being there. The other really important service that such a system provides is that it has the potential to protect the owner of the business from losing money if they are ever taken to court. Owners can provide undeniable evidence in a court of law if they are ever sued wrongfully which can get them out of a lot of financial trouble."*

A basic surveillance system for a typical 1,000 square foot retail store which may require 4 cameras costs about \$1000. Each installed camera costs approximately \$150 to \$200 along with the software and hardware. Once the system is installed, it maintains itself. There is hardly any maintenance required unless the hardware fails at which point Digitron comes out to take care of it. There are no tapes to change as in the older systems and no baby sitting of the system is required. The system is self contained. If one camera fails,

With a system such as this at any business location, the owner is provided with immunity to false law suits, as well as insurance settlements from any losses. On many occasions, detectives and the police take help from such system providers to solve cases where a robbery or break-in has taken place. "I am very proud to say that we have won many certificates and have received a lot of praise from Law Enforcement agencies."

According to Prashant, the installation of such systems is pretty economical when you think of the benefits in terms of loss prevention and over all improvement of the business. Compared to other systems available in the market, and keeping in mind the quality that they deliver, Third Eye Vision delivers exceptional quality and service along with economical pricing.

the others will still continue to work.

Typically, the installation can be done within a day with minimum interruption to operations of the business. There is hardly any learning curve for the owner of the business except for the ability to view the recordings and being able to back them up. Digitron offers two hours of hand off training after installation as well as ongoing telephone support after the installation.

Deepak's advice to people who may want to get into a similar line of work is to do lots of research and homework to stay abreast with new and emerging technologies. "You want to be able to deliver the best to the customer in the most honest and the best manner. You also need to listen to your clients' needs."

For businesses that do not currently have such a system in place, Deepak's advice is, "Inventory loss or losses sustained through shoplifting are not that important. Law suits or robberies are where the real problem lies. Going through a legal battle can wipe out your hard work. If you have video footage to back you up, you can prove your case effortlessly. It can literally save your business."

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A system consisting of 4 to 16 cameras with different types of Digital Video Recorders (DVRs), ranges from \$1,500 to \$15,000 which includes all high resolution cameras, DVRs, UL approved Siamese Cable, power supply and flat panel monitors. Above all, it comes with Third Eye Vision's whole hearted and timely service. "We cater to specific kinds of business and keep their needs in mind while installing our systems. Basically, we are system integrators."



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In terms of support, Third Eye Vision claims to be at your door step before you hang up the phone! "We are committed to what we do and have a terrific customer service approach. We are only one phone call or e-mail away from any of our customers, 24/7."

The systems come with a 2 year warranty and according to Prashant, his is the only company of its kind to offer such a warranty. They also offer different service plans for service contracts after

the warranty period expires at a very nominal cost. Third Eye Vision has an international team to support technical issues 24 hours of the day, 7 days of the week.

Once the order is confirmed and the paper work is done, a system can be installed within a day or two because of Third Eye Vision's professional installation team. Professional installation is the key in this business which can provide an effective system and service. "We have done installation of over 100 cameras in a single business location. That is how capable our installation team is."

The learning curve is pretty straightforward once the system is installed and it is similar to working on the computer. Third Eye Vision's install team teach the complete operation of the system at the time of installation and are always available to support customers with any technical guidance over the phone afterwards.

For businesses that do not currently have such a system in place, and want to increase their productivity and have some peace of mind, Prashant says that the benefits of having this kind of system are numerous. In this day and age, such sys-



tems are more of a necessity than anything else.

"We are very happy to provide this kind of exclusive service to our clients and I would like to take this opportunity to extend our sincere thanks for their continuous support."

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## Top 10 New Year Resolutions To Make This Year

### SPEND MORE TIME WITH FAMILY & FRIENDS

More than 50% of the people in the US vow to appreciate loved ones and spend more time with family and friends this year. Make plans to meet up with friends or family for an evening of camaraderie at a favorite restaurant or at your home. Work shouldn't always come first!

### FIT IN FITNESS

The evidence is in for fitness. Regular exercise has been associated with more health benefits than anything else known to man. Exercise keeps you healthy and makes you look and feel better. Why not make this the time to start getting in shape?

### TAME THE BULGE

The majority of adult Americans are considered overweight or obese, so it is not surprising to find that weight loss is one of the most popular New Year resolutions. Setting reasonable goals and staying focused are the two most important factors in sticking with a weight loss program, and the key to success for the millions of us who made a New Year's commitment to shed extra pounds.

### QUIT SMOKING

If you have resolved to make this the year that you stamp out your smoking habit, over-the-counter availability of nicotine replacement therapy now provides easier access to proven quit-smoking aids. Even if you've tried to quit before and failed, don't let it get you down. On average, smokers try about four times before



they quit for good. Start enjoying the rest of your smoke-free life!

### ENJOY LIFE MORE

Given the hectic, stressful lifestyles that millions of us have, it is no wonder that "enjoying life more" has become a popular resolution in

recent years. It's an important step to a happier and healthier you! Consider holistic healing centers for products designed to bring balance to your body, mind and soul. Or just get out and try something new! Take up a new hobby, go to a theater performance, or head to the local spa.

### QUIT DRINKING

While many people use the New Year as an incentive to finally stop drinking, most are not equipped to make such a drastic lifestyle change all at once. Many heavy drinkers fail to quit cold turkey but do much better when they taper gradually, or even learn to moderate their drinking. If you have decided that you want to stop drinking, there is a world of help and support available.

### GET OUT OF DEBT

Was money a big source of stress in your life this year? Join the millions of Americans who have resolved to spend 2008 getting a handle on their finances. It's a promise that will repay itself many times over in the year ahead.

### LEARN SOMETHING NEW

Have you vowed to make 2008 the year to learn something new? Perhaps you are considering a career change, want to learn a new language, or just how to fix your computer? Whether you take a course or read a book, you'll find education to be one of the easiest, most motivating New Year's resolutions to keep. The local YMCAs offer great recreational training for beginners of all ages and most local colleges and universities offer distance and adult education programs.

### HELP OTHERS

A popular, non-selfish New Year's resolution, volunteerism, can take many forms. Whether you choose to spend time helping out at your local library, mentoring a child, or building a house, there are many nonprofit volunteer organizations that could really use your help. Or if your time is really in short supply, maybe you can at least find it in you to donate the furniture, clothing and other household items that you no longer need, rather than leaving them out by the curb to fill up our landfills.

### GET ORGANIZED

On just about every New Year resolution top ten list, organization can be a very reasonable goal. Whether you want your home organized enough that you can invite someone over on a whim, or your office organized enough that you can find the stapler when you need it, all of us need to get a little more organized.

**HAPPY 2008!**