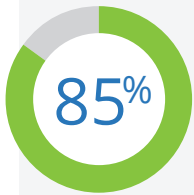




# BriefCam

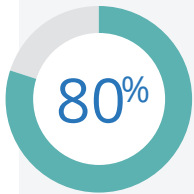
# THE ROI OF VIDEO ANALYTICS

## REPORT HIGHLIGHTS



**Over 85%** of end users achieved a return on investments on their video analytics solution within 1 year

- With over 55% of end users achieving a return on investment within the first 6 months



**Nearly 80%** of end users said that video analytics was a critical part of their overall physical security solution

- With 54% of end users using their video analytics solution daily



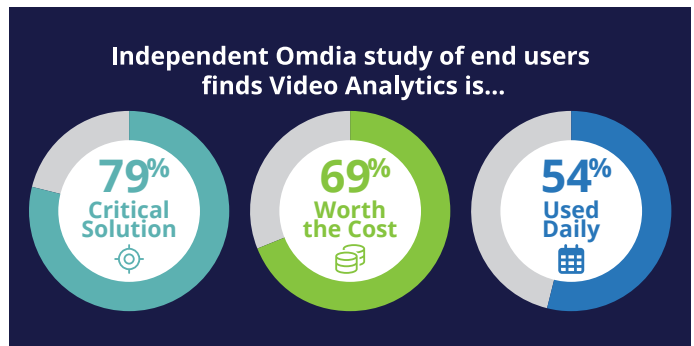
**The top three** areas where organizations have seen the most impact in ROI:

- Reducing theft/loss prevention
- Reducing frontline security costs
- Reducing time spend on frontline security tasks

## EXECUTIVE SUMMARY

Physical security investments are hard to justify. Seen as a cost center, many organizations hesitate to spend on resources that don't provide a return. However, companies are now finding that advanced technologies like video analytics have the power to transform physical security into a significant profit center.

“The ROI of Video Analytics” [Omdia white paper](#) uncovers the true benefits and challenges of video analytics solutions for users across diverse industries. By diving into the experiences of organizations across North America and Europe, this report offers valuable insight into both the ROI opportunities and the potential hurdles in the video analytics landscape.



## ABOUT BRIEFCAM

BriefCam® is the leading provider of video analytics software that enables people, companies, and communities to unlock the value of video surveillance content. Delivering accurate, flexible, and comprehensive solutions, BriefCam’s video analytics platform provides valuable insights for accelerating investigations, increasing situational awareness, and enhancing operational intelligence.

