Protect your hotel property with a managed camera service

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The hospitality industry faces intense financial pressure to keep costs low. Operating budgets are tight and paying for new technology may not be high on your priority list. However, the right solutions can actually help hotels improve staff efficiency, enhance guest and employee safety, and save money as well.

Delivered over the Cisco Meraki platform, Managed Network Edge with cameras from Spectrum Business®, combined with an effective security service, can do all of these things, delivering multiple benefits through capturing and storing footage of activities around hotel properties.

Benefits of a managed camera service

Expands the reach of your security team
In response to cost savings, many hotels have trimmed their security budgets. There are over 1.1 million hospitality job openings, and security directors who used to have an entire team are now reduced to only a few people.[1] Yet they still have the same area to patrol to ensure the safety of guests, staff and property. Managed Network Edge with cameras allows you to keep more active eyes on your property, giving your limited security team broader coverage.

Helps protect against fraudulent insurance claims
Whether perpetrated by a "professional claimant" or by a staff member seeking unjustified Workers' Compensation benefits, insurance fraud is a serious issue. More than 10% of property and casualty insurance claims are estimated to be fraudulent.[2] The national average medical cost for a fall is approximately $8,000[3] and the total claim could cost as much as $40,000.[4] When you add in lost income, damages for pain and suffering and legal costs, it's easy to see how even a single liability claim could cost a hotel property hundreds of thousands of dollars. And that's not even accounting for the rise in insurance premiums you're likely to incur.
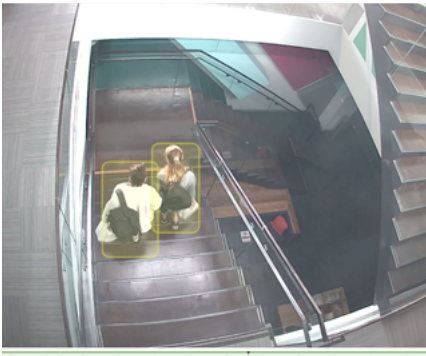
The National Insurance Crime Bureau advises that one of the most effective ways you can protect your property from these kinds of scams is by installing a video camera system.[5] With the ability to capture and store camera footage, Managed Network Edge with cameras can help you mount a defense against fraudulent insurance claims.

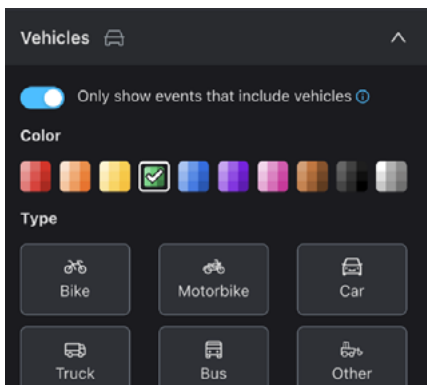### Aids in improving guest safety and deterring theft
Hotels are filled with valuable items, and parking lots are full of cars that are often left unattended for long periods, creating tempting targets for thieves. A study on theft in hotels by Wellness Heaven showed that beyond towels and bathrobes, cutlery, artwork, tablet computers and coffee makers are among the most frequently stolen items from a property.[8]

Nearly all hotels — 95% — report having cameras on their properties, but maintaining a robust hotel property video surveillance system in all public areas can help reduce and even prevent crimes.[9] Using a camera system around your hotel premises allows you to vigilantly monitor your property and grounds, helping to ensure that your guests, staff and hotel assets are safe and secure from criminal activity. Your guests will feel safer knowing that you have tight security measures in place, helping build trust and increase guest loyalty.

Theft is the most common property crime in the U.S., followed by motor vehicle theft and burglary.[6] One of the most effective ways you can protect your property is by installing a video camera system.[7]

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Motion sensing and heat mapping give you more insight into activity at your property.

Help security teams find evidence faster with attribute search.

Configure precise areas for tracking behaviors.

Managed Network Edge with cameras

Managed Network Edge with cameras is a turnkey managed service from Spectrum Business. The enterprise-grade solution provides important data, analytics and control to enhance your operations — giving you the ability to capture and store camera footage. Critical events can be easily accessed on a drag-and-drop video wall via the intuitive cloud-based portal. You can create customized views across your locations and easily share videos by exporting them to an MP4 file. Managed Network Edge with cameras is a valuable tool that enhances overall security, protects you from fraudulent insurance claims and ultimately helps protect your bottom line.

Benefits and customizable options to fit your property's unique needs:

Flexible video storage options

The Spectrum Business solution offers several options for video quality and storage capacity on each camera. All cameras retain 72 hours of continuous footage before intelligently trimming any stored video without motion. Hotel operators can choose the image quality settings they prefer for each camera and get real-time retention estimates based on those settings. Perhaps you need higher resolution in specific areas such as near the front desk, while lower-resolution imagery may be ideal in other areas of your property. You can also schedule when individual cameras, or a group of cameras, are recording, choose to record only when motion is detected, or view live streams without recording at all. Additional camera cloud storage is available, if needed for longer retention or additional options.

Customizable security features you control

You can decide who has access to different elements of your camera network, including specific camera settings, as well as who can view, share or export video footage. This includes Spectrum Business; we don't have access to any of your live feed or recorded footage unless you grant it. This means that your team can get the information they need without compromising security. Privacy bars allow you to block out certain visible areas within the footage to protect any hotel or guest proprietary information that may appear on camera. In addition, all cameras feature encrypted solid state drives and require two-factor authentication to keep footage from ever getting into the wrong hands.

AI-powered analytics go above and beyond

The camera service from Spectrum Business goes beyond security. Motion sensors in the cameras provide you with an overview of activity across your locations. Heat maps and motion capture help you better understand guest traffic patterns on an hourly and daily basis, allowing you to easily identify trends in different areas of your property. You can set motion alerts to be proactively notified anytime movement is detected, or schedule alerts to see a synopsis of movement over time. Intelligent motion search allows you to select a spot on the screen and search for movement in that specific area over a specified time period, so you can find what you're looking for in minutes versus manually scanning through endless hours of footage.

Additionally, certain cameras give you the ability to extend motion search features allowing you to perform attribute search, filtering by clothing color or vehicle type.

Another helpful feature is presence analytics, including line-crossing and area occupancy analytics. This feature gives you measurable insight into space occupancy and helps you estimate foot traffic in specific areas.

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Choose the best cameras for your unique needs

Indoor-rated cameras

Flexible and adjustable MV2

Brings together physical security and advanced analytics in a flexible, compact camera with a 103-degree field of view.

Narrow angle MV12N

Best for hallways and corridors and useful for subject identification, with a 73-degree horizontal field of view.

Wide angle MV12W

Provides overall context of a scene, with a 114-degree horizontal field of view.

360-degree MV32

Offers 360-degree views and is ultra-compact to blend into any space. It features in-browser dewarp with virtual pan, tilt and zoom on live and historical focus.

Indoor/outdoor-rated cameras

Ultra-long-range telephoto bullet MV52

An ultra-long-range 4K camera for challenging environments where distance and detail matter. Ideal for a parking lot or perimeter monitoring, license plate capture or subject identification.

Varifocal MV72

Varifocal dome camera with a 36- to 112-degree horizontal field of view and 3X optical zoom for greater details at a distance, ideal for large areas ranging from schoolyards to manufacturing.

High-res MV63

Wide-angle, fixed lens camera with a 102-degree field of view, ideal for monitoring entrances and exits, even in low light.

Panoramic MV93

Offers 360-degree views ideal for improving safety and security for parking lots, warehouses and other open spaces, even in low light.

Note: Power over Ethernet is required to power all camera models.

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"Having one place to go if I have to get a camera updated, a circuit looked at, or if there is a need for expanding connectivity is a nice feeling to have. Being able to deal with the same people for all my needs, I'm all for that."

**Scott Taylor, Senior Network Engineer,
Fast Growing Trees**

Why partner with Spectrum Business

Managed Network Edge with cameras is backed by Spectrum Business IT experts for design, implementation, updates and support, lifting the burden off your IT team. We make sure your cameras are online 24/7/365 and back the solution with a service-level agreement (SLA) that offers a 4-hour mean time to restore service.* We can help you scale as your needs change, with deployments from 1 to 10,000+ cameras. And we make it easy, with all necessary hardware and firmware included. There are no additional licenses needed.

Don't wait for an accident or crime on your property to open you up to a liability claim before you make sure incidents on your property are recorded. Discover more about how Spectrum Business can help today.

[**Learn more**]

* 4-hour mean time to restore service SLA.

1.   "About the Leisure and Hospitality Supersector," U.S. Bureau of Labor Statistics, 2024.
2.   Ashley Kilroy, "Insurance Fraud Statistics 2024," Forbes Advisor, March 21, 2024.
3.   "The Cost of Falling," Brooks Rehabilitation, November 28, 2023.
4.   "When a Slip & Fall Is No Accident," National Insurance Crime Bureau, site accessed April 9, 2024.
5.   Ibid.
6.   Veera Korhonen, "Property Crime in the U.S. - Statistics & Facts," Statista, December 18, 2023.
7.   "When a Slip & Fall Is No Accident."
8.   "Study: Theft in Hotels," Wellness Heaven, January 15, 2024.
9.   "11 Crucial Stats in Hotel Security," Safety Zone Security, November 11, 2023.

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