



Keep an Eye on Your Small Business

Monitor the people, places, and things in your workplace

The future of foot traffic

No one can deny that small business is changing. Restaurants and venues that have depended on social interaction and crowds are rethinking how they do business. Similarly, retail stores, office buildings, public offices, and countless other small establishments need to consider how people move around their spaces. If people need to wait in line, how close are they to one another? What items are they picking up and putting down?

The implications of social distancing mean that as a business owner, you need to know where people are, what they're doing, and how close they are to each other. To protect your employees, guests, and customers, you need to provide a safe experience. But to do that, you need to be able to proactively monitor the physical premises in your small business.

A visibly smarter business

Many businesses have had surveillance cameras for years. It's well documented that having cameras can deter crime, and they've been used for shoplifting prevention and detection, perimeter security, and employee monitoring. But when you add intelligence into a camera, it can do a lot more than detect people and motion. Instead of scrolling through hours and hours of footage to find out what's going on at your establishment, the camera itself can tell you what you need to know. You can quickly determine traffic patterns, see where people are congregating, and how they move through your space. With built-in intelligence, cameras also can detect objects. You can see the merchandise people spend the most time with and the displays that attract them.



Cameras backed by intelligence



Cisco® Meraki™ MV Smart Cameras have the same type of processor that's on smartphones, so they can provide powerful business intelligence. You don't need any special servers or software because everything is either in the camera itself or in the cloud. When you log into the browser-based dashboard, you can view video, manage your cameras, and access the person detection and motion-sensitive analytics.



The video is encrypted and the software is always up to date. With cloud-based software, you don't have to worry about patching or updating anything. The analytics are performed directly on the camera and updated automatically through the cloud.



Motion heat maps make it easy to assess the foot traffic in a retail store or find out where people are congregating in an office lobby. The ability to detect people and objects becomes more accurate over time thanks to machine learning. All of the analytics features are anonymized to ensure privacy while still providing the intelligence you need to make decisions.



In addition to the built-in motion detection, the Motion Recap feature summarizes activity into a single image. They are built in camera, and you don't have to scroll through a lot of irrelevant video to get answers to your questions about what people are doing. You can find, export, and share the footage in minutes instead of hours.



Armed with information from the cameras and analytics, you can make smart decisions about how to keep everyone safe while they're on your premises. You can establish new ways for people to interact with the environment, rearrange traffic flows, and set up alerting systems. With alerts, staff can intercede in situations that might range from people clustering too tightly to shoplifting. Smart cameras also can help keep your business compliant with regulations, reduce liability, and improve employee confidence in the safety of your workplace. You also have the ability to integrate the cameras with other applications using open standards.



Get started today

Cisco Meraki offers a complete range of MV Smart Cameras. They come with everything you need to get started right in the box. You can even add cameras to a network before they physically arrive and adjust the optical and software settings remotely. Let us help you secure your business, so you can focus on what matters most—growing your business.

[Get started today.](#)