

Решение задач путем пилотирования

ДМИТРИЙ БАЗАЕВ

РЕГИОНАЛЬНЫЙ МЕНЕДЖЕР

MILESTONE SYSTEMS





Selling the solution

<p>1 Investigation of requirements</p> <p>An investigation is triggered via a customer lead or request. This could be a new project with a new customer or the replacement or expansion of an existing customer solution.</p> <p>The partner sets up a meeting with end-user stakeholders in order to determine the current and potential requirements or needs as well as discuss appropriate budgets and VMS or hardware performance.</p> <p>The partner determines the level of customer interest in knowledge and their role in maintaining and supporting software and hardware.</p> <p>End-user location</p> <ul style="list-style-type: none"> Meetings, phone & email discussions between partner and end-user or BFF customer BFF (in under 24hours) 	<p>2 VMS & client demos</p> <p>Depending on the partner's VMS portfolio, the partner may assess multiple VMS - in order to demonstrate the differences and functionalities that each offer.</p> <p>Through this demonstration the partner learns more about the performance and needs that the end-user may have as well as the current and future requirements.</p> <p>End-user location</p> <ul style="list-style-type: none"> Demos of VMS and client 	<p>3 Solution Specification</p> <p>The partner works to compile the specifications for the solution components that will be included in the project proposal or RFP.</p> <p>A recommendation is made in regards to the VMS software and version. At the same time the partner makes a determination on the appropriate hardware. This can include device hardware, access control components) as well as the appropriate server solution for the customer. The options are classified as:</p> <ul style="list-style-type: none"> A purpose built VMS appliance (e.g. a HaaS) or all in one recording & management server VMS & additional storage server A customized multi-server/storage solution <p>The hardware recommendation is determined by the partner's hardware selection criteria. The selection of an VMS appliance is additionally determined by the partner's general understanding of VMS scalability.</p> <p>Partner office</p> <ul style="list-style-type: none"> Online solution Purchasing channels (online or via phone) from the partner's distributor 3rd party Hardware vendor resources 	<p>4 Determination of cost</p> <p>Based on the initial specification requirements, the partner may issue multiple hardware options. The partner will prepare a recommendation for the hardware and architecture for the solution - which will be included as part of the proposal to the end-user.</p> <p>In addition to the general hardware criteria and performance requirements, the server hardware can be a major consideration for the partner. Existing partnerships with hardware vendors provide opportunities for discounts for the partner, with these savings sometimes passed on to the end-user - enabling the partner to submit a more competitive proposal.</p> <p>In consultation with vendor and distributor, quotes for other device and license are prepared (i.e. cost for the VMS software license, software upgrade plans and license for any 3rd party integrations).</p> <p>End-user location</p> <ul style="list-style-type: none"> Online solution Purchasing channels (online or via phone) from the partner's distributor 3rd party Hardware vendor resources Milestones for other VMS software resources 	<p>5 Proposal submission</p> <p>The partner submits the proposal for the tender or project. The partner may also have the opportunity to present the proposal and costs to the end-user.</p> <p>The proposal may include an option for an SLA which covers some level of support to the end-user for the partner. The scope of the SLA varies, but may include health monitoring and scheduled software upgrades.</p> <p>Vendor warranties and vendor support and software upgrade plans (e.g. Milestone Cost) may also be included in the proposal.</p> <p>End-user location</p> <ul style="list-style-type: none"> A physical copy of the proposal Electronically submitted proposal Presentation (usually part of a virtualized written proposal shared with end-user)
<p>HIGH 😊</p> <p>A partner benefits if they can quickly identify the end-user's needs. They're in a good position to respond, both to ensure regulatory compliance and understanding of the IT requirements.</p>	<p>Through the demonstration the partner has an important opportunity to learn more about the end-user's preferences and current and future needs.</p>	<p>If the partner feels confident in their specification they feel they have minimized the risk of the project - both in understanding the future needs of the end-user and the reliability of the performance requirements provided by the manufacturer.</p>	<p>The partner benefits when they can quickly find the best cost for the project. This opportunity is based on their ability to establish an expertise in a related product portfolio and sharing intelligence with their vendor.</p>	<p>A great deal of work is put into creating the solution proposal. This level of effort is not worth, therefore, an affiliate partner is quick and efficient when submitting the information necessary to complete the proposal in order to minimize the risk of missed work. The partner can find their product portfolio, VMS, security devices and integrations in order to link the various of vendor lines which to secure solution components.</p>
<p>Neutral 😐</p> <p>In an RFP process, the partner has little insight into the needs level of the requirements set out in the RFP - this means that they do not have insight into any possible future requirements.</p>	<p>The end-user may request features that are only available with competitors with which the partner does not compete or is not equipped to partner say they requested a competitor VMS that offers the desired functionality in order to meet the cost and time needed to a solution.</p>	<p>Partners to specify the correct components can become an obstacle. If a partner cannot provide performance levels, there will only be additional operational overhead that come with that end-user, the end-user if the end-user wishes to add more capacity to the installation they will have capacity required.</p>	<p>Partners, (especially in the context of competitors) should be prepared to be able to take the total project with more information relative to the project and project needs on the ground. Customers can use the project hardware to identify a major solution in the total project needs. This can increase the partner's ability to share the best equipment and hardware options at the expense of quality or quantity.</p>	<p>Many partners struggle to sell SLAs and maintenance agreements, with some simply offering a limited length warranty as their default to receive support.</p>
<p>LOW 😞</p>	<p>The partner may be entering every different hardware component from various vendors, so the project can be delayed if there is a delay in receiving them.</p>	<p>The partner may be entering every different hardware component from various vendors, so the project can be delayed if there is a delay in receiving them.</p>	<p>The partner may be entering every different hardware component from various vendors, so the project can be delayed if there is a delay in receiving them.</p>	<p>The proposal is rejected. A potential new customer is lost as well as the time and other costs associated with preparing the proposal.</p>



Planning the install

<p>6 Approval & handover</p> <p>If the partner wins the project then the project is handed over to a project manager. The project manager organizes the handover of the solution to the end-user's location(s).</p> <p>The partner wins the project then the project is handed over to a project manager. The project manager organizes the handover of the solution to the end-user's location(s).</p> <p>Partner office</p> <ul style="list-style-type: none"> Phone, email, planning meeting 	<p>7 Ordering & configuring components</p> <p>The partner purchases software licenses for the VMS via their distributor as well as orders the hardware components according to the specifications in the project proposal. The partner may have had previous discussions with the hardware vendor (or distributor) on the ordering of the server hardware is relatively straightforward.</p> <p>The partner receives the server hardware and needs to configure the server. This usually involves installing software and may also include installing license and configuring device, rules, users and roles before the server is even taken to the end-user location.</p> <p>Configuring components in advance of the handover enables the partner to use time on expert technicians onsite and focus the time spent on end-user handover by avoiding unexpected issues that have to be fixed onsite.</p> <p>Partner office</p> <ul style="list-style-type: none"> Purchasing channels (online or via phone) from the partner's distributor
<p>HIGH 😊</p> <p>The partner's proposal is successful. This could be the start or continuation of a long term relationship between the partner and end-user.</p>	<p>The partner is able to order the hardware components from their distributor with the expectation that they will be delivered in time for the installation at the end-user location exactly described as within a specific time.</p>
<p>Neutral 😐</p>	<p>The partner may be entering every different hardware component from various vendors, so the project can be delayed if there is a delay in receiving them.</p>
<p>LOW 😞</p>	<p>The partner may be entering every different hardware component from various vendors, so the project can be delayed if there is a delay in receiving them.</p>



Installation

<p>8 Installation</p> <p>The partner installs the solution at the end-user location(s). A technician will perform on-site, install servers, install software and configure the VMS software and VMS client. Depending on the level of end-user IT knowledge and resources, the end-user may assist or have a role in the installation.</p> <p>End-user location</p> <ul style="list-style-type: none"> Remote access (e.g. TeamViewer) Installation guides/manuals 	<p>9 Go Live & handover</p> <p>Once the installation is complete, the technician may provide additional support on how to operate the VMS viewing client. Transition may also include the management client if the end-user has a role in maintaining solution.</p> <p>The end-user will also approve that the system is handed over as expected.</p> <p>End-user location</p> <ul style="list-style-type: none"> Remote access (e.g. TeamViewer)
<p>HIGH 😊</p> <p>The partner has an opportunity to provide the end-user with training about how to do basic management of their system - thereby limiting the possibility of future support calls. This is especially important if the end-user has no previous experience with the partner.</p>	<p>The partner is most successful when they effectively coordinate with the end-user regarding sites to do the installation and limit any disruption to the business. This is especially important if the partner is replacing an existing system.</p>
<p>Neutral 😐</p>	<p>For another installation (e.g. a single site) a partner may be able to provide the end-user with training about how to do basic management of their system - thereby limiting the possibility of future support calls. This is especially important if the end-user has no previous experience with the partner.</p>
<p>LOW 😞</p>	<p>The partner may be entering every different hardware component from various vendors, so the project can be delayed if there is a delay in receiving them.</p>

Цикл консолидации

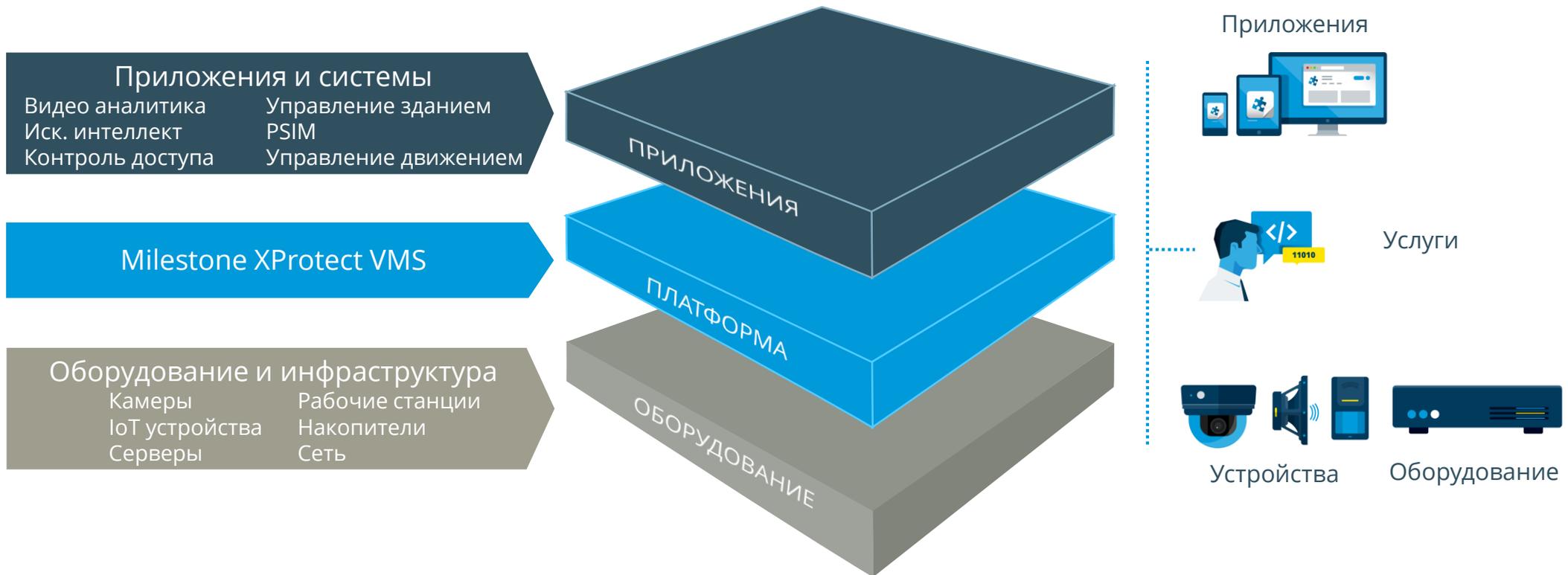


An aerial, high-angle photograph of a dense urban skyline, likely New York City, featuring numerous skyscrapers and a grid of streets. The image is overlaid with a semi-transparent blue filter. The text 'Milestone XProtect® Video Management Software' is positioned in the upper left quadrant in white, sans-serif font.

Milestone XProtect®
Video Management Software



“Digital glue”



Гибкий подход к построению системы

Автономные устройства

- Машинное зрение и обучение
- Автономные устройства
- Умные Роботы
- Управление ИИ



Умные устройства

Агрегированные системы

- Вычислительная инфраструктура
- Нейронные Сети
- Цифровая этика
- Платформы ИИ как услуга



Ядро системы

Автоматизированные Решения

- Интеллектуальные приложения
- Прогнозирующая аналитика
- Роботизированное ПО для автоматизации процессов



Платформы для разработчиков

Расширенные возможности

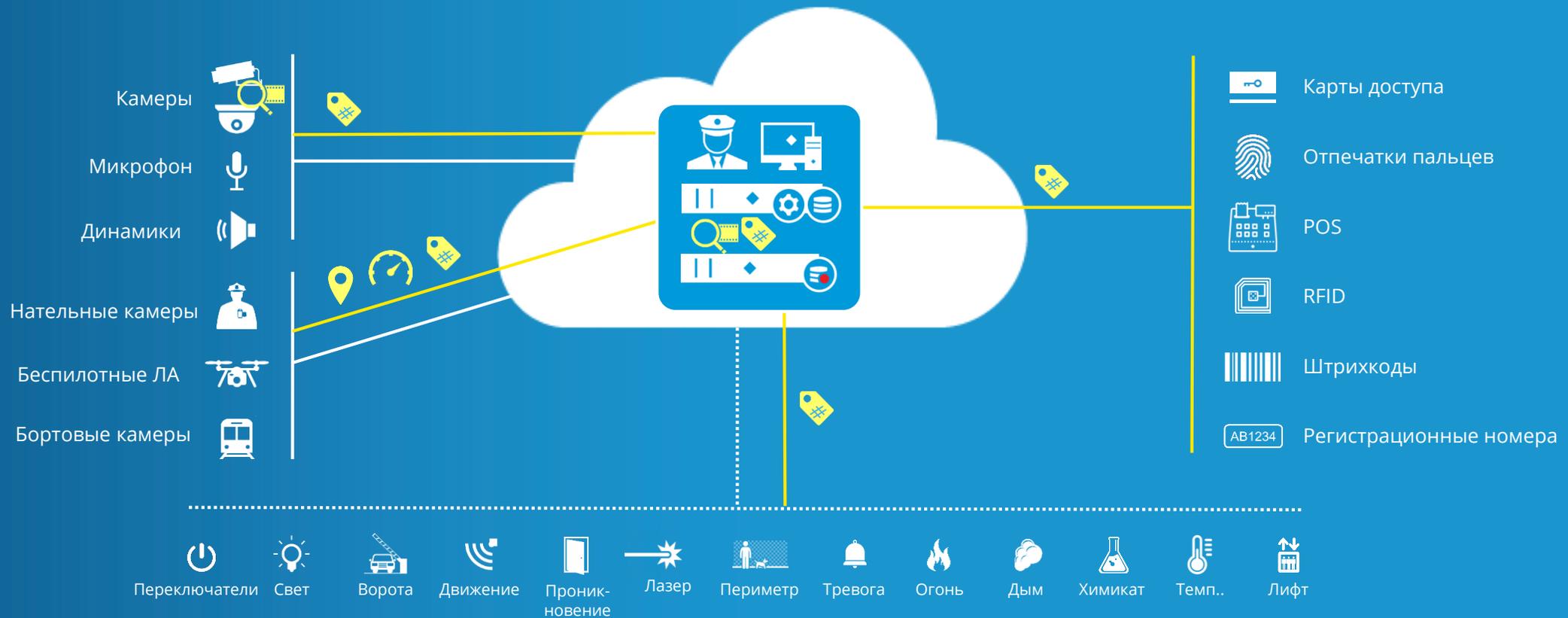
- Дополненная реальность
- Виртуальные помощники
- Разговорные интерфейсы, боты
- Краудсорсинг



Информационные платформы

Облачные технологии Edge, Fog (Edge Computing) Архитектуры и инфраструктуры как сервисы

Подбор устройств



Что можно подключить в Milestone

- Интеграция 8000+ сетевых устройств через собственный пакет драйверов Device Pack
- Релизы пакета драйверов выходят каждые 2 месяца
- Максимальная поддержка функционала камер (двусторонний звук, PTZ, сухие контакты, и т.п.)
- Поддержка встроенной и загружаемой на борт видеоаналитики
- Поддержка камер по ONVIF, RTSP, Serial Driver
- Поддержка body-worn камер, дронов, IP-домофонов
- Список интегрированных устройств [Supported Devices](#)



Подбор архитектуры

Cloud Application
Cloud Computing

Fog "Edge Computing"

Latency

Local
Interactivity

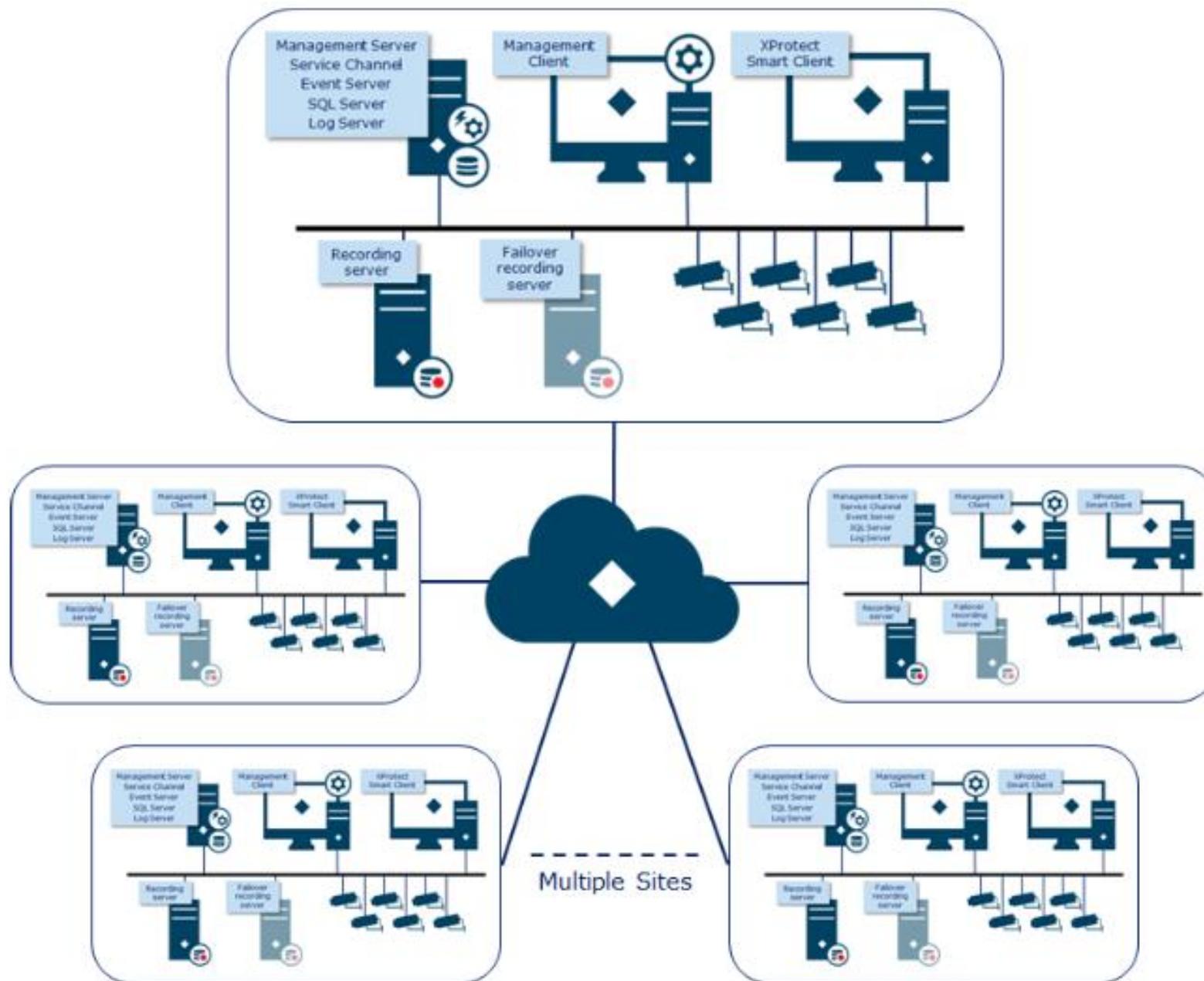
Data /
Bandwidth

Privacy /
Security

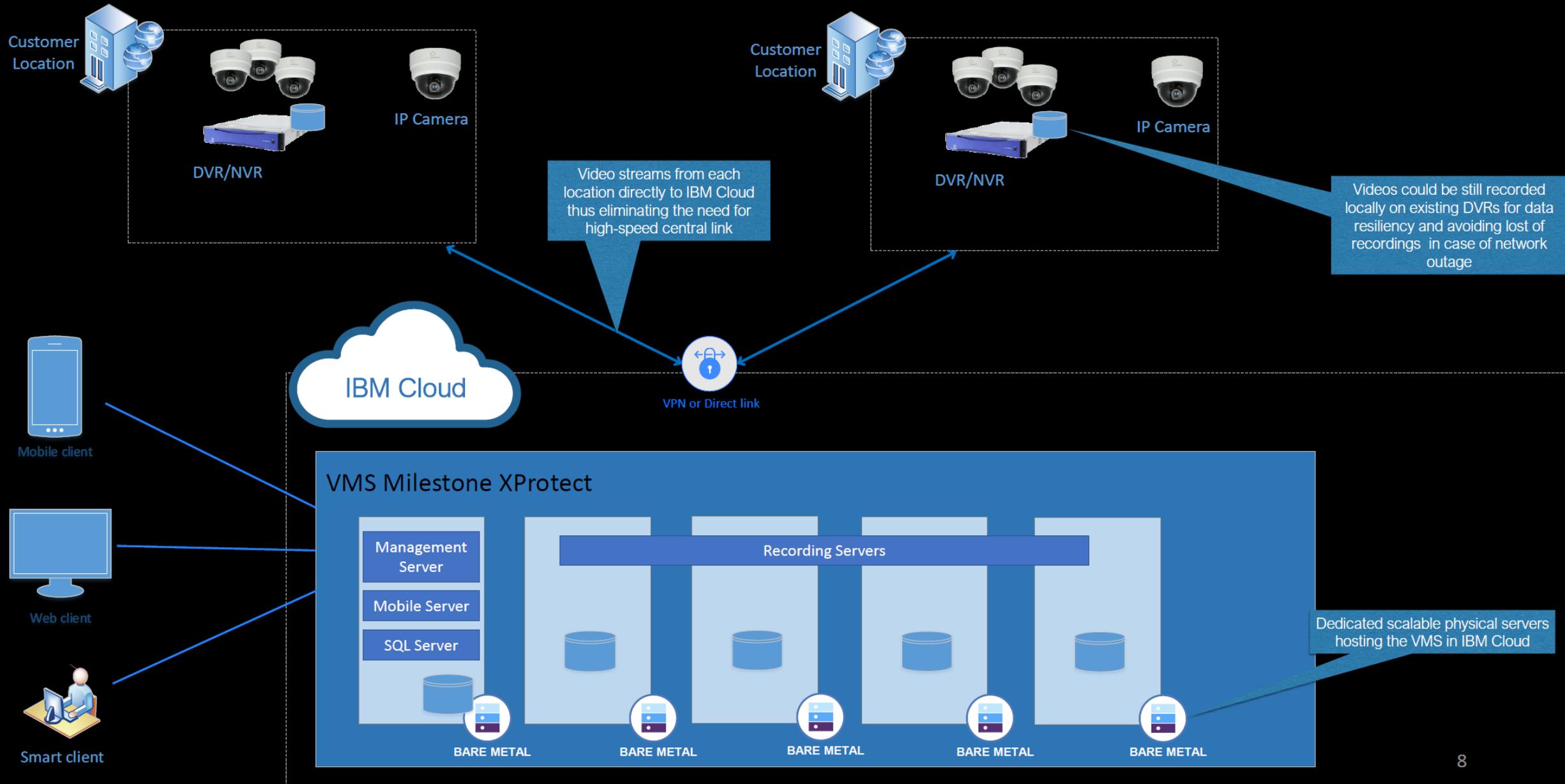
Limited
Autonomy

Edge

The edge is where things and people connect
with the networked digital world

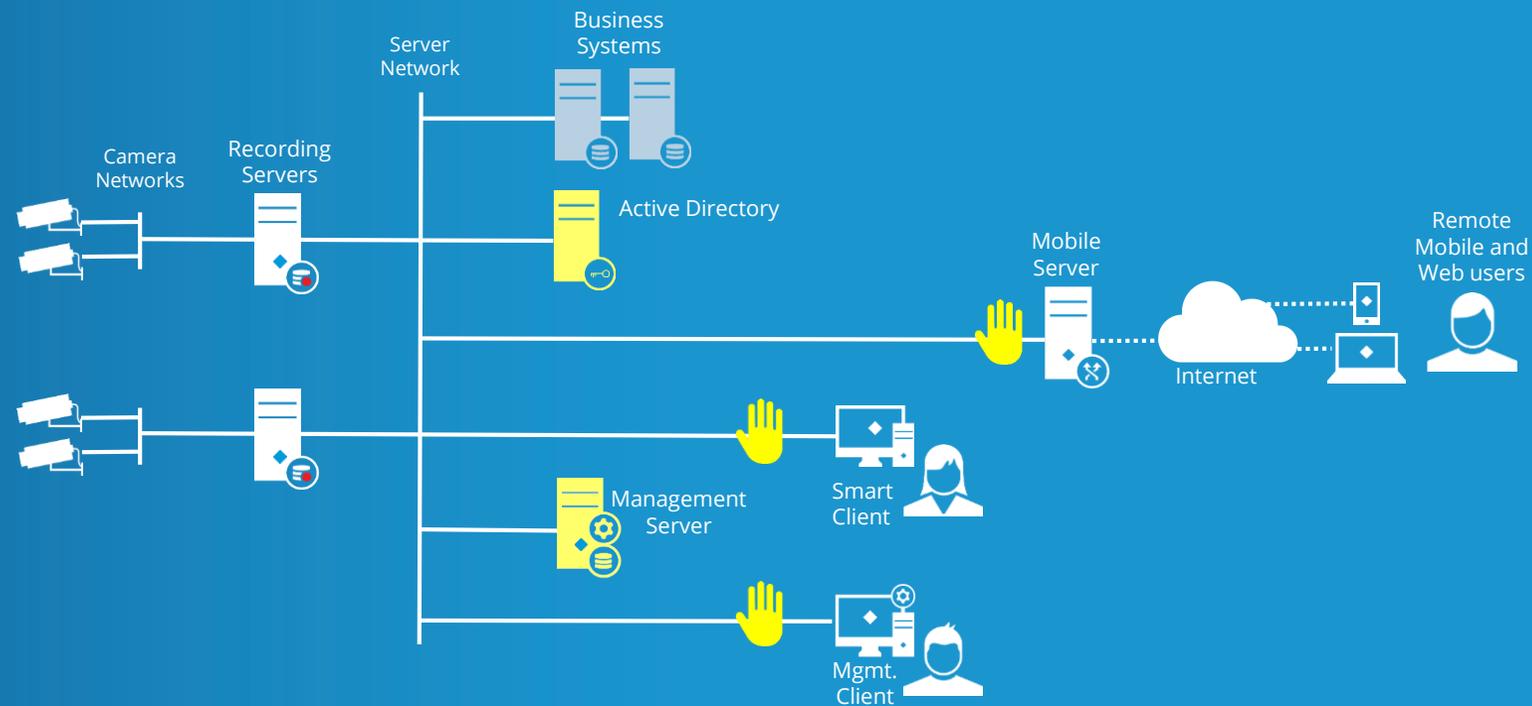


Video Surveillance in IBM Cloud



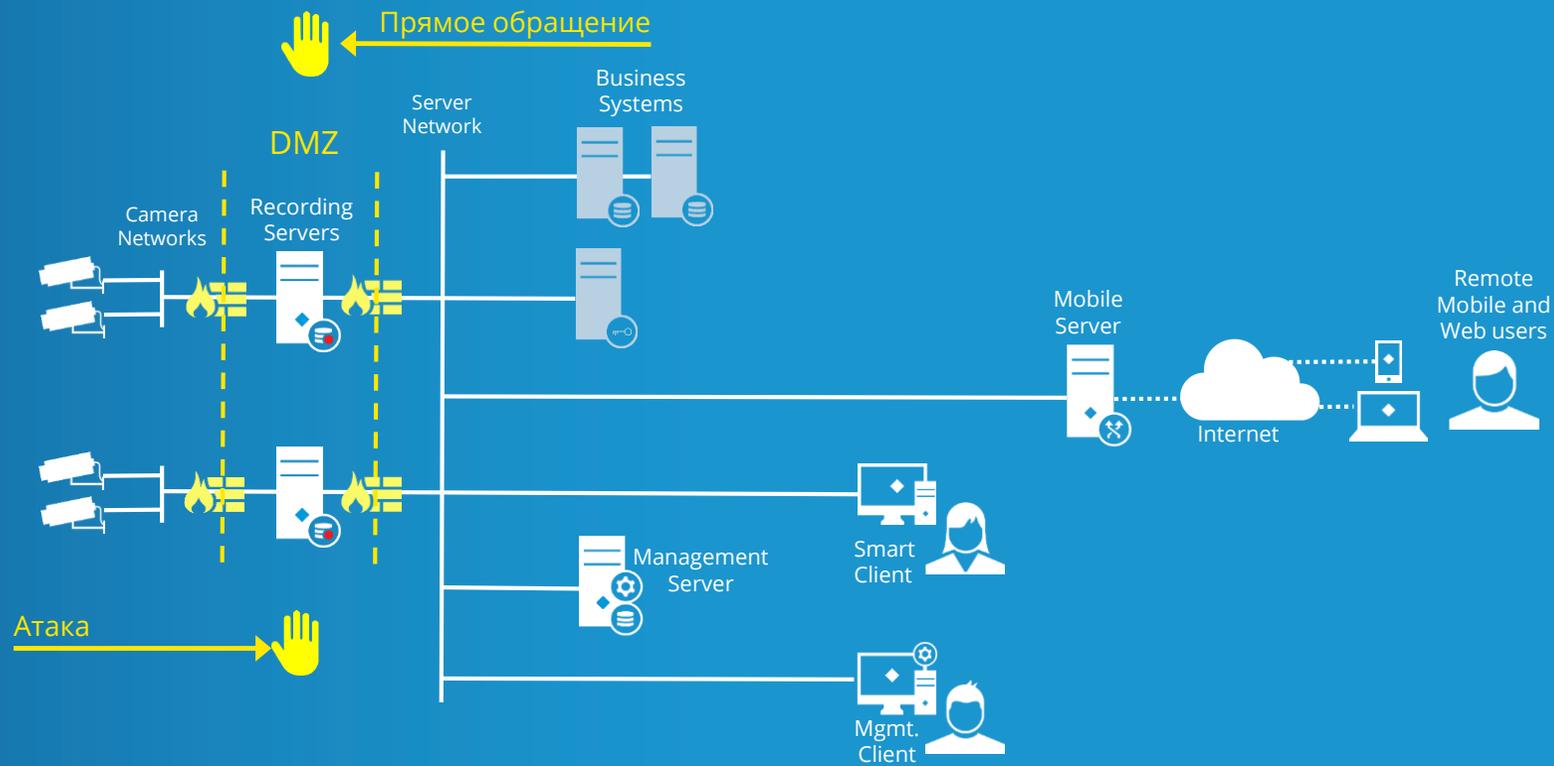
Решения для ИБ

Аутентификация и авторизация



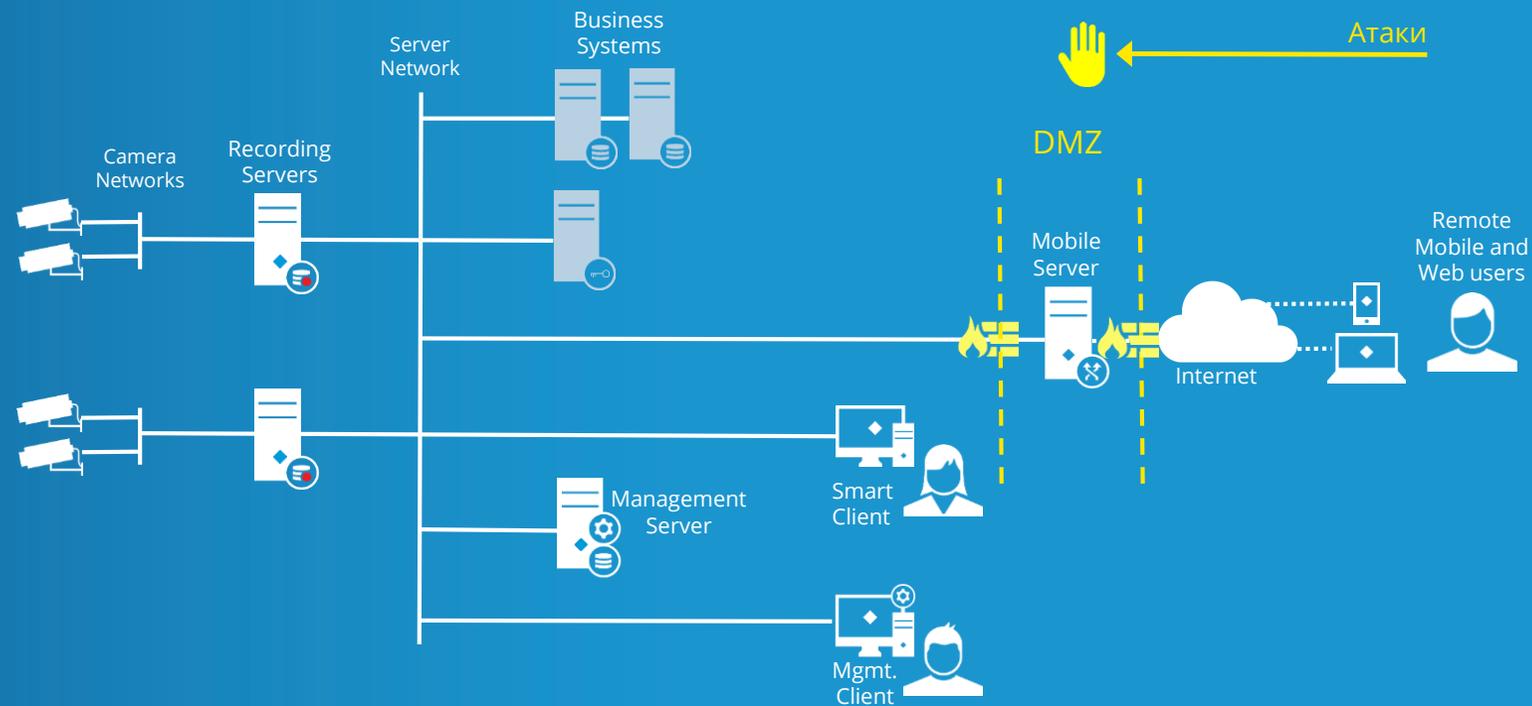
Решения для ИБ

Разграничение сети



Решения по ИБ

Шлюз для мобильного сервера



Подбор Аналитики



Интеграция Milestone с другими системами

- Открытый API/SDK Milestone
- Возможность интеграции стороннего ПО (видеоаналитики, СКУД, ERP и т.п.).
- Поддерживается более 1200 различных интеграций
- Возможность кастомизации ПО под свои нужды
- Возможность создания собственных модулей
- Интеграция по OPC-протоколу, Generic Events



Охранная видеоаналитика

BriefCam

AXIS
COMMUNICATIONS

Hanwha
Techwin

BOSCH
Technik fürs Leben

VIDEOINTELLECT
predictive video analysis systems

AGENT

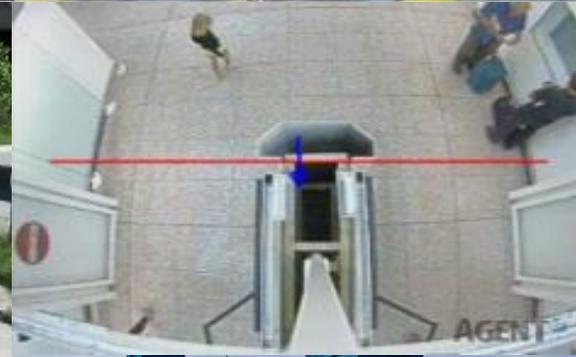
iCetana

Digital Barriers

TechnoAware
TECHNOLOGIES FOR AMBIENT INTELLIGENCE

Интегрированные модули охранной аналитики:

- Контроль людей (скопление людей, пересечение линии, праздничатание, подсчет людей и т.п.)
- Контроль транспортных средств (движение в запрещенном направлении, остановка в зоне, средняя скорость, подсчет и т.п.)
- Охрана материальных ценностей (исчезнувшие или появившиеся предметы)
- Выявление опасных ситуаций (детекция выстрела, взрыва, крика, детекция оставленных предметов, детекция лежащего человека)
- Проактивная защита на основании machine learning и artificial intelligence (выявление нештатного поведения людей, реакция на события и т.п.)



Бизнес аналитика

BriefCam

AXIS
COMMUNICATIONS

Hanwha
Techwin

BOSCH
Technik fürs Leben

AGENT

IPSO TEK
RECOGNISE. ANALYSE. REALISE.

TechnoAware
TECHNOLOGIES FOR AMBIENT INTELLIGENCE

parkingspotter

Интегрированные модули бизнес-аналитики:

- Изучение поведения и предпочтений клиентов
- Изучения зон активностей и маршрутов клиентов
- Определение пола и возраста клиентов
- Построение интерактивных статистических отчетов
- Анализ эффективности использования торговых площадей

Алгоритмы: подсчет людей, контроль очередей, тепловые карты, траектории движений, поиск по подобию и т.п.





Распознавание лиц



ГРУППА КОМПАНИЙ



Интегрированные модули распознавания лиц:

- Безопасность объектов повышенной важности (безопасные города, аэропорты и т.п.)
- Выявление лиц, несущих угрозу жизни и здоровью
- Безопасность посетителей и персонала (государственные и коммерческие объекты)
- База лиц для создания программы лояльности к постоянным посетителям (ритейл)
- База мошенников (ритейл)



Контроль доступа



Интеграция через модуль XProtect Access или интеграция на уровне ПО

- Позволяет управлять СКД сторонних производителей через Milestone
- Интегрирован в интерфейс XProtect Smart Client и Milestone Mobile
- Решает задачи контроля и управления доступом (включая реакцию на распознанные номера)
- Позволяет реализовать связку «событие - запись видео»
- Поддерживает функционал фотоидентификации
- События системы СКД отражаются в менеджере тревог



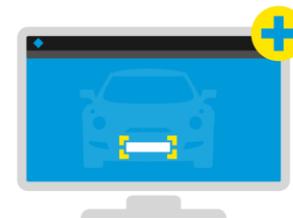
Модули LPR



AUTOCODE

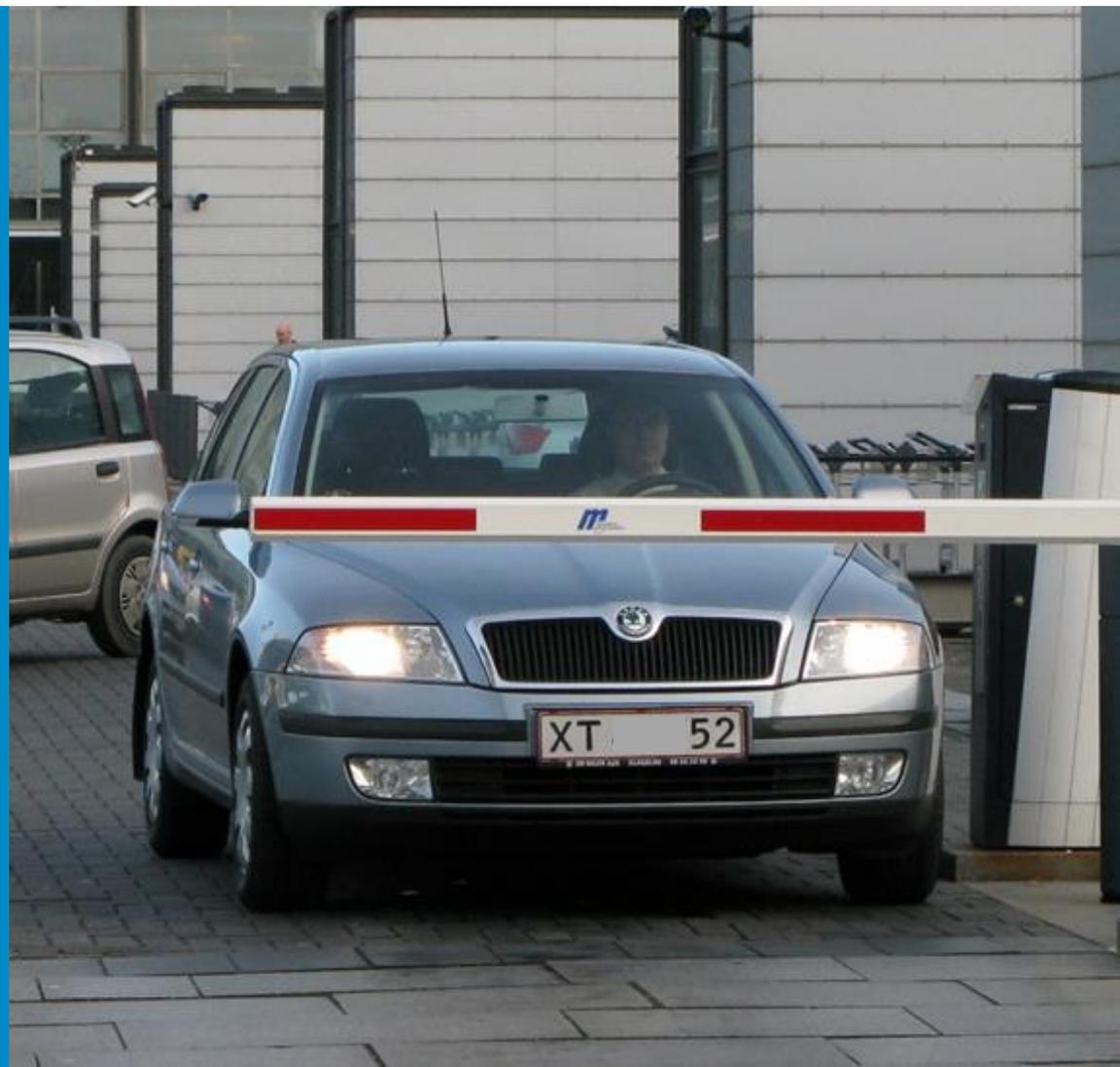


АВТОМАРШАЛ



Интегрированные модули LPR:

- Распознают однострочные и двухстрочные номера, белые на черном, черные на белом, цветные номера
- Интегрированы в интерфейс XProtect Smart Client
- Удобные отчеты по всем камерам в системе
- Генерация тревоги по распознанному номеру
- Поддержка «черных» и «белых» списков (импорт, добавление, поиск)
- Возможность интегрировать любого другого производителя LPR за счет Milestone SDK



🔍 Search...



🔍 Search...

Централизованный поиск в Smart Client

Все, что вы ищете в одном месте

Поиск видеопоследовательностей, сигналов тревоги, событий, закладок и движения в одном месте



Поиск данных из интегрированных решений с легкостью

Поиск типов данных из решений технологических партнеров, интегрированных с поиском

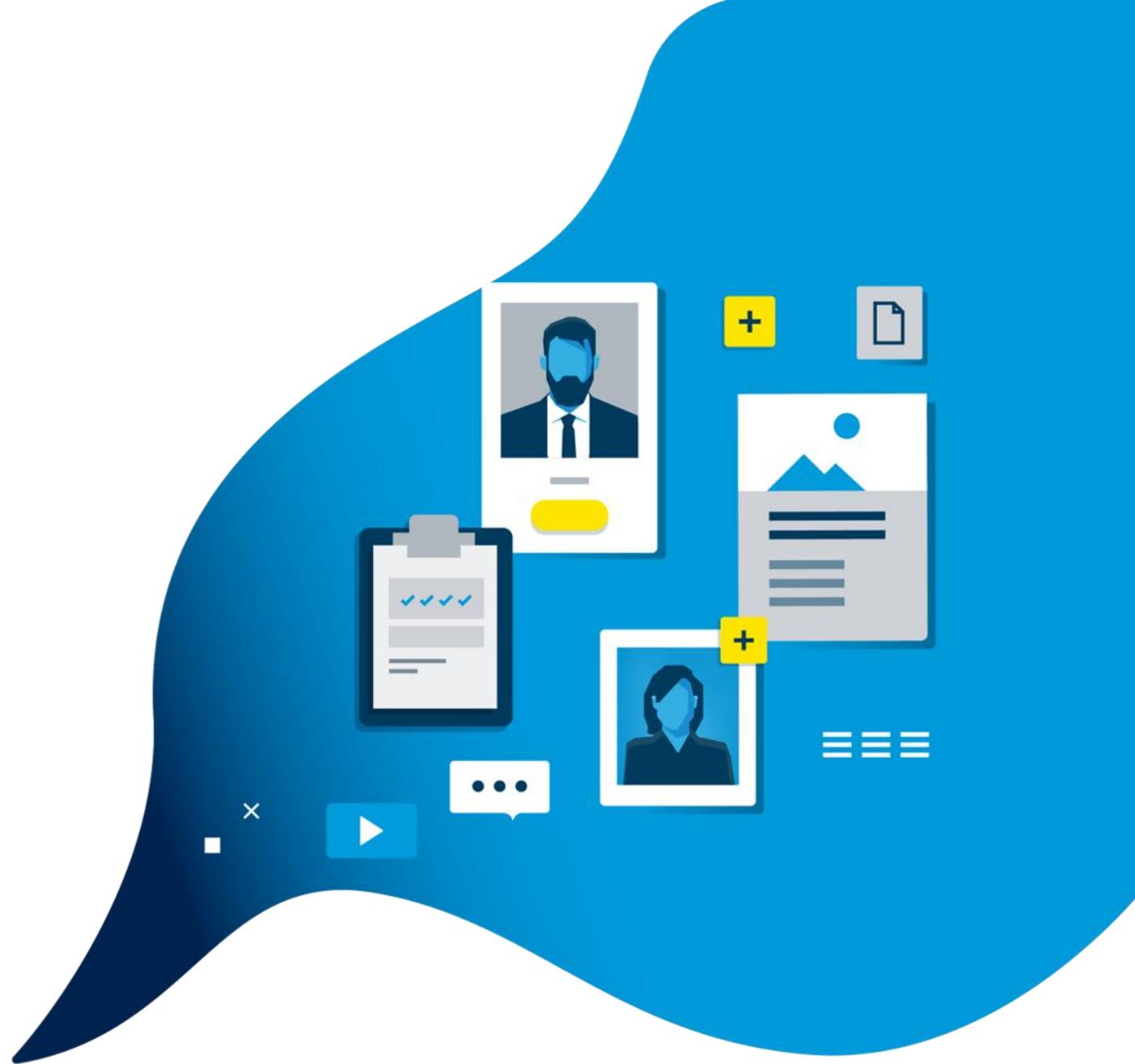


Работайте быстрее и эффективнее

Ускорьте расследование с помощью более эффективного инструмента поиска и сохраните шаблоны поиска для будущего использования



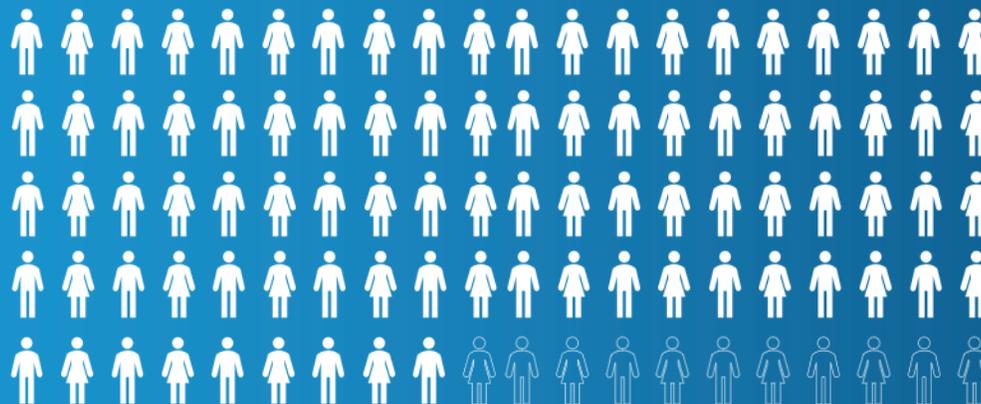
Marketplace



Цифровой выбор

89%

Source: Forbes, December 2017

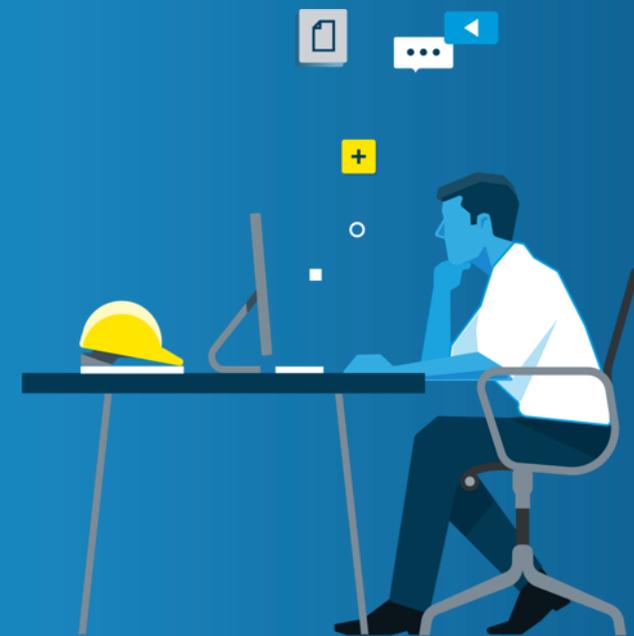
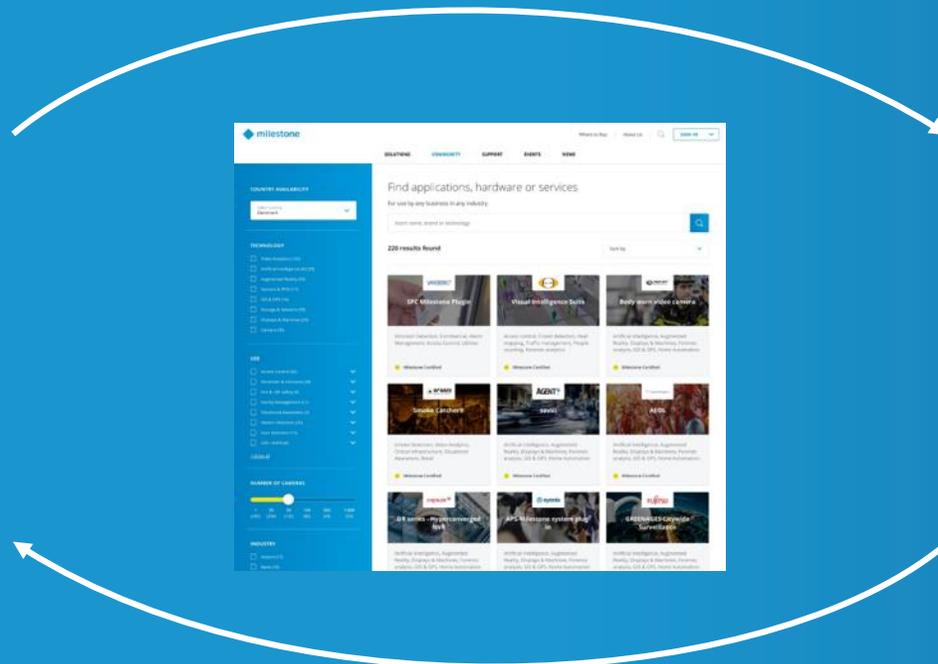




Эффект платформы

Продавец

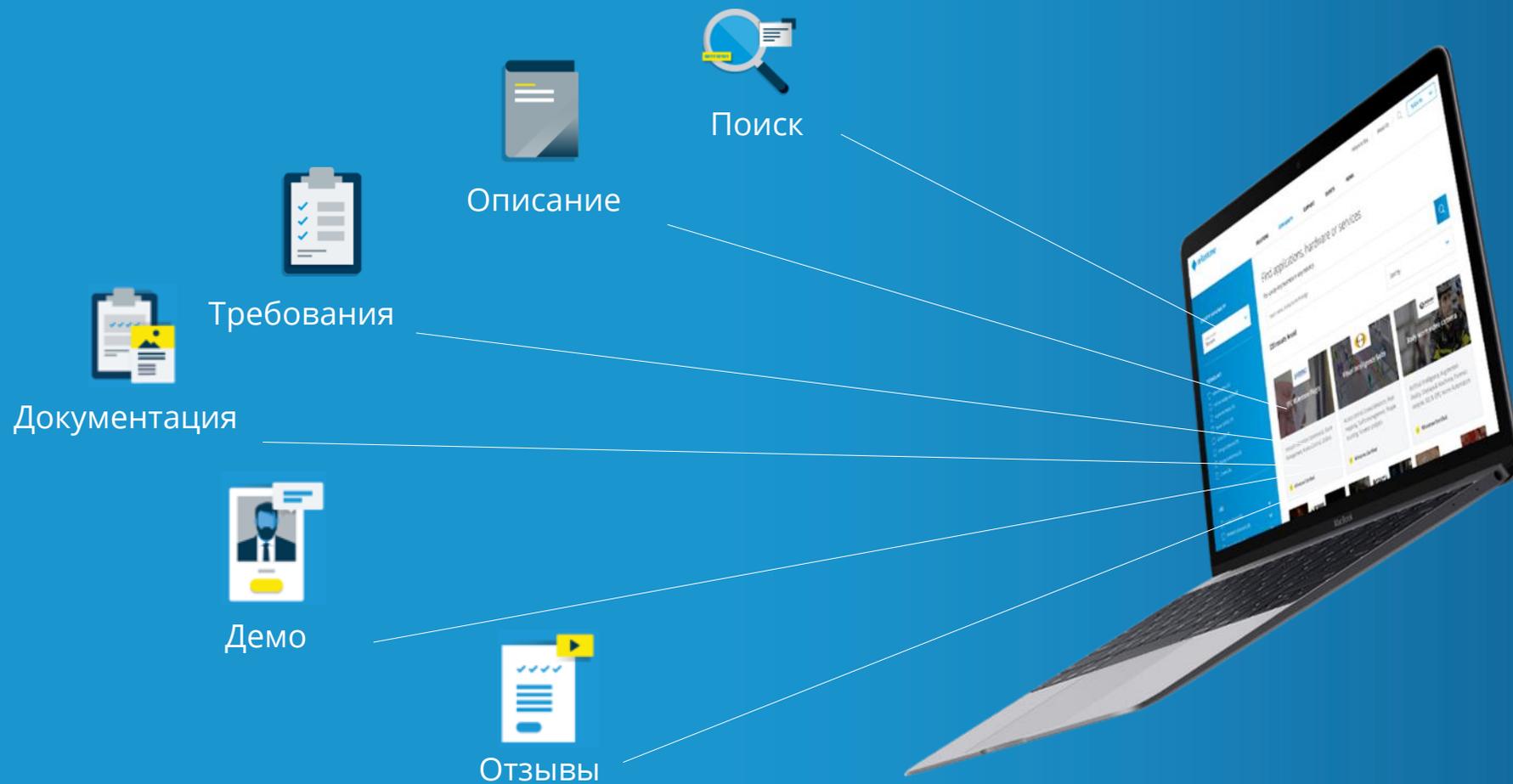
Покупатель



Эффект платформы



Ключевые моменты



Партнерство в глобальном масштабе



**MAKE THE
WORLD SEE**



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Milestonesys.com/join-marketplace