

## Cisco Physical Security Achieves Continued Market Momentum; Enhances Portfolio of IP-Based Solutions

On March 24, 2010, [Cisco](#)<sup>®</sup> is announcing its continued market momentum in the physical security industry with several new customer wins led by early adopters across the public sector, including government and education institutions.

In addition, Cisco is unveiling enhanced capabilities across its comprehensive portfolio of [Connected Physical Security](#) products including; video surveillance, access control and incident response.

This news supports Cisco's commitment to:

- Deliver an integrated, interoperable, scalable and secure portfolio of physical security solutions that harness the power of the IP network.
- Provide safety officials and security personnel with increased capabilities for improved situational awareness, greater collaboration and faster response.
- Allow customers to leverage their investment in the IP network and migrate to IP-based physical security quickly and cost-effectively.
- Further extend Cisco's overall vision around the concept of [Borderless Networks](#), which promises to enable increased communication across devices, systems, networks and applications.

### **NEWS: New Public Sector Customers Realize the Power of the IP Network**

- [The City of Joliet](#) in Illinois is using Cisco's IP-based video surveillance solutions alongside legacy analog equipment as a cost-effective way to increase the sophistication of its crime prevention effort, minimize management of overhead and increase situational awareness in problematic areas.
- [Lifespan](#), Rhode Island's largest health care system, has deployed Cisco's IP Interoperability and Collaboration System (IPICS) to offer radio, satellite and wireless voice and data, in one integrated package as a way to improve communication and incident response throughout the organization.
- [Council Rock School District](#) in Pennsylvania is creating a safe environment for its students by leveraging its existing IP network to deploy both Cisco video surveillance and access control throughout 16 schools; across 72 square miles.
- The City of Canoas, Brazil; San Luis Potosi City, Mexico; Moss Point School District; Harrisonville School District; and LOTT Alliance Water Treatment Plant, are among other public sector institutions benefiting from the Cisco Connected Physical Security portfolio.

### **NEWS: Cisco Connected Physical Security Portfolio Features Enhanced Integration Capabilities For Video Surveillance, Access Control and Rich-Media Incident Response**

- **Next-Generation Physical Security Multiservice Platforms** provide a single, consolidated modular server now supporting all Cisco physical security applications, lowering operating costs and simplifying ease of management. Video surveillance, storage and encoding, access control, and incident response are included applications.
- **Enhanced Cisco Video Surveillance Manager Software** delivers a new video search tool to rapidly identify areas of interest during incident investigation to improve response times. An integrated health monitoring dashboard for cameras, media servers and network video simplifies deploying video over the IP network.

- **Updated Cisco Physical Access Manager** features new Web services APIs that allow easy integration and programmable access from client applications, such as third-party visitor management systems, Physical Security Information Management (PSIM) applications, and Cisco EnergyWise. Support for bulk firmware upgrades for all or a group of hardware devices further simplifies the deployment of integrated applications and lowers the total cost of ownership.
- **Cisco Video Surveillance on Integrated Services Router G2 and Service-Ready Engine modules**, publicly announced on March 17, 2010, deliver embedded [Medianet](#) capabilities to deliver seven times the performance previous network modules, and up to 1 Terabyte of on-board storage. Organizations can remotely deploy services across branches without costly onsite support and deploy integrated branch-office services together with video surveillance management, storage, security and networking support, while reducing physical footprint, lowering power consumption and consolidating management.
- **Cisco IPICS 4.0**, publicly announced on March 10, 2010, combines flexible, scalable communication interoperability with the power of live, streaming video communications to incident first responders via new multimedia-optimized Dispatch Console and Mobile Client applications.

## CUSTOMER QUOTES:

### **Jeremy DeVivo, MIS manager and network administrator, City of Joliet Police Department**

“Cisco Video Surveillance Manager is based on open standards, which enabled us to continue using our existing analog cameras and later add wired and wireless IP-based video surveillance cameras from any vendor. While other vendors said they used open standards, some of their solution features worked only with their cameras. For us, video surveillance cameras are a force multiplier. We can now monitor more areas with the same number of officers, while reducing crime and citizen fear of crime.”

### **Peter Gianaitt, director of Emergency Preparedness, Lifespan**

“Most redundant communications systems rely on radio alone. By basing the RESCQ system on Cisco Rapidly Deployable Communications, we can offer radio, satellite, and wireless voice and data, in one integrated package. By using Cisco IPICS on the RESCQ pallet, personnel carrying inexpensive, consumer-grade radios can communicate directly with other personnel using \$4000 800-Mhz radios.”

### **Matt Frederickson, director of IT, Council Rock School District**

“Our IT department is asked constantly to come up with new solutions to operate the district more efficiently. For example, with our old security system, every camera and door controller needed separate connections to the network. Fortunately, we had already invested in a solid IP network, so we decided to use it as the platform for video surveillance and physical access controls using Cisco’s solution. Now, we need only one connection to the network to operate the entire system. What’s more, our electricians learned how to install the hardware in just 15 minutes, and campus resource officers needed only a few hours to learn how to operate the system. This ease of use saves money and helps us get the best use from taxpayer money.”

## **About Cisco Physical Security**

Cisco physical security solutions provide broad network-centric capabilities in video surveillance, IP cameras, electronic access control and groundbreaking technology that converges voice, data, and physical security in one modular appliance. Cisco’s connected physical security solution enables customers to use the IP network as an open platform to build more collaborative and integrated physical security systems while preserving their existing investments in analog-based technology. As customers converge their physical security infrastructures and operations and begin using the IP network as the platform, they can gain significant value through rapid access to relevant information and interoperability between other IP-centric systems. This creates a higher level of situational awareness and allows intelligent decisions to be made more quickly.

**Additional Online Resources:**

[Cisco Connected Physical Security](#)

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**Related Case Studies:**

[City of Joliet Police Department Increases Situational Awareness](#)

[Lifespan Improves Emergency Response](#)

[Council Rock School District Saves Money on Safety and Security Systems](#)

[Harrisonville School District Increases Building Security and Safety](#)

[Moss Point School District Improves Physical Safety](#)

[LOTT Alliance Wastewater Treatment Plant Increases Employees' Efficiency](#)

**Video:**

[Harrisonville School District](#)

[ASFING Transportation Authority \(Austria\)](#)

**Related Press Releases:**

[Cisco Introduces IP-Based Dispatch and Brings Mobile Video to First Responders](#)

[Cisco Delivers on Its Borderless Networks Vision With Complete Refresh of Fixed-Switching Portfolio](#)

[City of Canoas Adopts Public Safety and Security System with Cisco Technology](#)

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