

## **WHY DO I NEED DIGITAL VIDEO SURVEILLANCE?**

**Many go into business for freedom - control over our own time and future?**

Good management = Success

Video Surveillance is the new management tool for small, medium and large business.

It is now the most affordable it has ever been and with recent changes in technology is simple to operate, low maintenance and powerful in its capabilities.

We need all the help we can get running our businesses now days - you can't look past digital video surveillance as your new tool to improve your profits and make life easier in business.

Using video surveillance as a management tool in your business can improve your bottom line, increase sales and put more money in your back pocket.

- **Control & Management**
- **Peace of Mind**
- **Freedom**
- **Increased profit**
- **Insurance**



## **LOSS PREVENTION** (can you identify your losses?)

### **Imagine reducing your losses by 80%**

#### **Deter Customer Theft**

Compared to your competitors are you a Hard Target for theft? What's the risk that they'll be caught in your store?

As more and more business employ digital video surveillance in their business; thieves look for easier targets.

Video surveillance is a powerful tool in helping to reduce your stock walking out the door. Don't leave things to chance – take control - and see for yourself why so many business owners believe in the effectiveness of an **Optech Surveillance Solution** to help better run their business and reduce the stress of the day-to-day operation.

#### **Reduce Internal Theft**

Retail theft currently costs Australian businesses approximately 4 Million dollars a day. (i.e. \$5,000 to \$20,000 on a \$500,000 turnover)

We have learnt to "live with" these losses. Figures show staff theft accounts for 46% of the total theft.

Ask yourself, does my staff act differently when I'm not there? Now they can't!

- **80% reduction of theft**
- **Hard Target**
- **Reduce Stock Loss**
- **"Eyes in the back of your head"**
- **Empower your staff**



## PRODUCTIVITY

Wages are often the single biggest expense of a small business and many hours are lost every day by having to “keep an eye” on staff. Or staff having to keep an eye on “customers”?

The need to be constantly “on the floor” watching your staff and customers keeps you “in” the business not working your business!

An Optech Surveillance Solution allows you to spend time doing what your best at, running a successful business. Improving customer relationships and increasing sales.

Effectively rostering for your busiest times and knowing that 15min break is only a 15min break can make all the difference to the profitability of your business.

Digital Video surveillance gives you the flexibility to do what you need, when you need to and keep an eye on things for you so you can always be on top of your business.

## INCREASE SALES

Get the facts from your business.

A bird’s eye view allows you to easily identify areas or staff that may need training or refining.

Digital Video Surveillance is an excellent tool to look at your statistics, for example: to assess the effectiveness of your latest advertising or merchandising – did it really create more interest or custom?

Or more importantly how many people came into my store and how many did my staff turn into sales.

- **Reduce Wage Costs**
- **Time Management**
- **Effective Rostering**
- **Enquiry to Sales conversion rate?**





## **IMPROVE EMPLOYEE SAFETY**

Everyday small businesses are held up, employees are at risk, Digital Video surveillance can help offer better protection and therefore minimise your risk. If you employ friends or even family then video surveillance can help to create a better and more safer environment and give you greater peace of mind.

## **UNFAIR DISMISSAL AND OH & S**

With laws becoming tougher on employees to create safer work places and claims against employers for unfair dismissal becoming more and more regular, video surveillance gives you peace of mind by giving you that vital proof if ever needed.

## **STAFF TRAINING**

Video surveillance helps with staff training, being able to watch your customers and pick up better customer service skills, watch body language and allows new staff to watch the whole business before they even start.

Remember the camera doesn't lie and your staff will act differently when they know they are accountable.

- **Reduce Your Risk**
- **Keep Everyone Safe**
- **Birds Eye View**

## PRODUCT SUPPLIERS

Our products are sourced from leading manufactures within the industry and our systems are designed to meet your needs. We use and have the support of the largest suppliers in Australia including Samsung Techwin, Videoman, Sony, Samsung, Panasonic, and many others. We recommend what we believe to be the best and most cost effective solution for your particular requirements. However if these requirements change in the future one of the advantages of renting technology is that we can simply upgrade your system.

## WHY OPTECH SURVEILLANCE SOLUTIONS?

### Our Expertise :

- Expert trained system designers providing the most effective and affordable design.
- Our experience draws on years of building industry and photographic expertise.
- Experienced, professional, clean Installers.
- After sales Service, Training & Support
- IT Support for in store training and
- Remote View Support for your Home office &/or laptop

We are specialist in the digital video surveillance industry. We are not confined to one particular manufacturer and therefore can recommend the solution that suits you best. We have consulting and installation offices in all states of Australia for on-going training and support.

Our products have been supplied to such business names as, Gloria Jeans Coffee, Subway, Toyworld Superstore, Dymocks, Price Attack, Mitre 10, Retra Vision & IGA Foodstores and Foodlands and more.

We understand that the satisfaction of our clients especially in a commercial world is our strongest form of advertising.



## OUR CLIENTS

*“Reliable, Affordable Solutions for your Business’s Expansion.”*

*Optech Surveillance is currently thriving on referral business and feels there is no better measure of success. We trust we can add your name to our growing list of satisfied clients who are only too happy to recommend us.*



## RENTAL OPTION – 100% TAX DEDUCTIBLE

We offer the flexibility of easy month payments with our rental option. Rental payments are 100% tax deductible every month and prevent the need to use any capital out of your business, so the now your Optech Surveillance Solution’s system pays for itself. Keeping your capital free for expansion.



## OUR COMMITMENT

Our commitment to quality products and service is our number one focus therefore, if you have individual needs that arise we are more than confident of finding and achieving the best solution for you.

Digital Video Surveillance is the way of future business management. It has proven itself to be one of the best current solutions for reducing internal and external theft, management of staff and productivity and ultimately giving you better control over your business and helping to increase your bottom line.



**1300 OPTECH (678 324)**  
**24 HOURS 7 DAYS A WEEK HELP DESK**

Because your staff may need extra training or you may need some advice on the weekends our technicians are available to take your call. Peace of mind is everything and with Optech Surveillance Solutions your investment into digital video surveillance is the right one.



**DIGITAL VIDEO SURVEILLANCE  
TECHNOLOGY -  
ONLY THE BEST FOR YOUR  
BUSINESS.**



## How it works?

### MOTION ONLY RECORDING

Don't waste time looking at hours of wasted footage, just at specific events. For example a camera placed over a cash register will show all activity over the till only when your staff conduct transactions



### VIEW YOUR BUSINESS FROM ANYWHERE



View live or past data over via almost any broadband connection.

So pull up a chair, or take the kids to footy, go away for the weekend or enjoy a hit of golf because your new digital video surveillance system is watching everything for you.

### TIME AND DATE STAMP

Remember the old saying, "The camera doesn't lie". Your new digital video surveillance system allows you to search to any time or date with the touch of a button. All information is watermarked stamped and can be used in court if required.

People give emotion; your new video surveillance gives you FACT.



## QUAD SCREEN OR FULL SCREEN

Digital video surveillance technology allows you to watch all cameras or your whole business at once or if a particular incident occurs you can enlarge any camera to full screen. This technology ensures nothing escapes your watchful eye.



## EASY TO USE



Our systems are user friendly – giving you the control.

And remember if your not sure how something works we are only a phone call away with our 24 Hour Help Desk.

## DIGITAL VIDEO SURVEILLANCE TECHNOLOGY

**THE BEST SOLUTION FOR YOUR  
BUSINESS.**

