

Professional Services

A Typical Leverage Engagement

When Assessing a Potential Surveillance System Deployment

Introduction

The Leverage Team is proud of the established business practice we have developed which allows us to engage every client with the highest level of professional service available. We adhere to this same template with all our clients from the well-established, long-term customer to the first time, potential client who may only be researching the feasibility of a municipal surveillance platform. We put forth all this effort because we truly believe that a well-designed, properly installed, unified municipal surveillance platform adds significant benefit and improved quality of life to the community where it is deployed. We believe the product and service we offer will make a difference in your community and we want to make you a believer as well.

Initial Assessment

We begin the process with a simple conversation where we try to identify the focus of the project. Regardless of the scope and size of the overall project it is important to establish what the client is trying to accomplish through the introduction of a surveillance system. We find it is most helpful to start with a list of the problems that may be contributing to the need for a surveillance solution. Perhaps it is vandalism occurring at a specific location or some type of nuisance crime involving unruly juveniles or homeless individuals impacting the quality of life at a public park. Maybe it is a criminal element involving prostitution or illicit drug activity. The more we know about the initial cause, the better equipped we are to develop a custom plan that will solve the problem so it no longer impacts your community.

This process can sometimes take more than just one conversation to identify all of the contributing factors. The more we discuss, the more we learn about our client's needs and the better equipped we are to provide the level of service needed.

In the case of a client researching the feasibility of deploying a surveillance platform we may encourage the development of a test sight. We help to identify and select a location with a well-defined element where a surveillance solution can solve or significantly improve the problem. This helps the client to demonstrate success early in the process as well as establishing a valid proof of concept.

So our first objective is to find out as much as we can about the client and how we can be helpful and beneficial to the community. Once we have a solid understanding of the need we can begin to develop a plan to address all of the issues identified.

Learn the Layout

Once we have identified the issues that have created the need for a surveillance solution, we next look at the sites where cameras are intended to be installed. During this initial site walk we are looking for suitable locations where standard 110 VAC power is available or can be introduced. We photograph those areas and make measurements as needed.

We will also identify locations where video will be recorded and identify paths that will allow for those locations to successfully link to the proposed camera locations. Whether the paths are standard network cabling or wireless links we attempt to identify the most cost effective and reliable method of moving data from one point to another.

General Design and Project Development

We now have all of the basic ingredients to develop a general design for the project. Our engineers take the raw data and images and begin to craft a design. Aerial images are used to establish a basic footprint of the project area. Key locations pertaining to the project are identified within Google Earth and plotted. A corresponding KMZ file is generated that will stay with the project and become a permanent record source for the life of that project.

Cameras and lenses are selected from our inventory to achieve the best results based upon where they will be installed. Camera and other related network icons are placed within the footprint to identify exactly where equipment will be deployed. Colored overlays measured to scale are added to show the estimated field of view for the specified camera. This detail instantly displays the near scale coverage of specified cameras allowing the client to easily view what the cameras will be able to see.

Additional calculations will be processed to determine the effective range of the selected cameras. Using many of our available design tools, we can determine the exact mounting height and correct camera angle for each specified camera. Using this data, we can determine the overall effective range of the camera as well as determining the exact number of pixels per foot for any object appearing within that range. Our software creates a virtual image of foreground and background objects in relative scale so the client can see exactly how the selected camera and lens will perceive the specified field of view.

We then calculate the estimated amount of storage required to record the selected cameras at their specified resolution based upon their expected data rates and the prescribed number of days for retention. The appropriate network video recorder is selected from our inventory to match the specified retention needs.

Network paths are then assessed to ensure the smooth uninterrupted flow of data among all nodes on the proposed network design. Switches and other network hardware are added to the design where needed. In the case of wireless network components, a detailed analysis is provided at each specified hop. The analysis includes specified channel width and center frequency, antenna polarization, expected RSSI value, estimated annual up time and many other details.

All of this detail is then compiled into a single proposal document that is logically formatted so it is easy to read and simple to follow. It identifies all of the proposed equipment, specifies where it will be installed as well as all of the specific detail each component will contribute to the overall project. The document also includes an estimated cost to provide budgetary detail to the client.

Return to the Client

Once the design is complete along with the proposal document we return to the client. Each portion of the proposal is reviewed with the client to make sure they understand the detail. Any required changes or adjustments are identified and noted. A copy of all of our documentation is provided to the client both in hard copy and digital format including any and all changes.

Often times additional locations will be identified after this initial design or some of the technical needs will change requiring additional design work. The same process is repeated over and over until the client is comfortable with the design and the design meets the required need.

The Next Step

Once a design is accepted and the client is ready to move to the implementation stage, the process repeats one more time with specific attention on the engineering detail. A Layer 1 team is assigned to the project to evaluate all proposed equipment installations and ensure that it can be completed as designed. Cable paths and line of sight detail are verified at this time as well. Occasionally changes will have to be made to accommodate variations from the initial design. All changes are noted and reviewed with the client. The Layer 1 team is responsible for creating a bill of materials specific to each site. Once this process is completed it is reviewed with engineering staff for accuracy and a final quote is created.

The final quote is then reviewed with the client. If the client is satisfied and ready to engage the project, a purchase order is issued and a project manager is assigned. A scope of work is then developed along with a project charter which identifies the responsibilities of the vendor and the client in relationship to the project. The project manager will ensure the installation process follows the charter as specified and will make any adjustments, change orders or accommodations as necessary to keep the project on schedule.

Once the Installation is Complete

Once the equipment is installed and verified to be performing to spec, we have staff available to provide end user training for your staff. While the assigned project manager and installation team begin to disengage, our post-sales engineers and your Leverage account manager remain at your full service ready to answer any questions or make any adjustments or changes to the system as needed.

We are committed to your success and look forward to a long and profitable relationship. We will provide all of the help and assistance we have learned over the years to help make your job easier while providing the highest level of technology and service available.

Why Do We Do It This Way

So why, you may ask, would a company invest all this time and effort for their clients. There are many surveillance outfits that don't invest half that time on their customers and they seem to be doing just fine. Why all the extra work? We invest that time and effort because we know our craft and we know for a surveillance platform to work reliably and meet the needs of our client we need to do our homework.

Over the years we have seen our share of surveillance vendors that come in, throw up some cameras and leave before the ink on the check is dry—never to be heard from again. We know successful surveillance platforms require significant planning and engineering way in advance of their installation. We advocate more than just a collection of cameras and recorders. What we bring to the table is more than just a technology, it is a philosophy that unites a community and brings together a wide variety of individuals under an umbrella of public safety and a common interest in an improved quality of life.

We do what we do because we know it works and we have the success stories to prove it. We are willing to invest all this extra time and effort because we want you to succeed. We want you to experience the same successes many of our clients have experienced. We know this technology and the philosophy behind it will be a benefit to your community and look forward to the opportunity of sharing it with you.