



Dale Stein  
Co-Founder

## **i-NETT Educates SMBs on Surveillance & Security Breakthrough**

### *SMBs Turn Surveillance Cameras into Data Hubs to Enhance Customer Experience*

LOS ANGELES/VENTURA/ORANGE COUNTY/SAN DIEGO – January 2020 - i-NETT a leading managed technology services provider (MTSP), is helping small to mid-sized businesses (SMBs) to take advantage of dramatically increased capabilities in surveillance cameras. As security, both online and offline, has become a growing concern for many small business owners, i-NETT is educating business owners on how recent advances in facial recognition and surveillance camera capabilities can protect their organizations from threats, while simultaneously enhancing customer experience.

“These aren’t your dad’s old security cameras,” stated Dale Stein, Co-Founder of i-NETT. “Security cameras have now become intelligent. Some of the most common problems with security in the past were the result of low-light environments with blurry, low-resolution cameras. When a breach would occur, authorities would have to review recordings or employ staff to monitor them live. However, the recent changes in our industry have taken security to a whole new level. Many SMBs have started to take advantage of extremely sharp, 4K resolution and when paired with facial recognition software, business

owners can custom tailor their client experience. This is huge for all sorts of industries, especially organizations that are highly-trafficked or security is an extremely high priority,” Stein added.

For years, one of the simplest ways to sneak into an organization, was merely by tailgating a group of secure employees. One person would swipe their access card and then hold the door open for everyone and the threat would walk right in through the front door. By the time anyone realized there was a potential threat, the infiltrator could’ve already left with any sensitive data that they wanted. Now, with real-time, streaming access paired with facial recognition software, surveillance cameras can recognize people by their faces. When cross-checked with a database, certain visitors can be treated as VIPs, elevating their experience, while other suspicious visitors can be prevented from accessing any areas of the organization, at the first line of defense. Casinos, banks, stadiums, corporate buildings and high-end retailers are obvious industries that could benefit from this technology, however the applications are seemingly endless.

Essentially, every single company now has the ability to constantly monitor all access points, recognize and categorize visitors based on their history with the company, manage important

information and detect threats before they occur, instead of needing to remedy attacks after the fact. “It’s a complete paradigm shift,” concluded Stein.

### **ABOUT I-NETT**

Founded in 1982, i-NETT is Southern California’s leading data and voice company. The company’s mission is to increase its customers’ profitability, improve their productivity and give them a competitive advantage by implementing the right technology. i-NETT is the only provider that protects its customers from the two risks of technology - obsolescence and cost. As a trusted technology advisor, i-NETT has earned the position as a market leader and serves customers’ business through quality products and services.

As a premier member of Technology Assurance Group, i-NETT is able to fulfill all of its customers’ technology needs. This means that the organization is the ultimate resource for business phone systems (VoIP and Session Initiation Protocol (SIP) provisioning), Managed IT Services, Network Security, Video Conferencing and Disaster Recovery.

i-NETT delivers future technology today! For more information, please visit please call 805.642.3558 or visit us at [www.i-nett.com](http://www.i-nett.com).