

## Security & Surveillance Software Business: Drawing Attention in Loss Prevention Environments

iView Systems, based in Canada, addresses the needs of multiple industries for a single desktop, incident management and reporting system, providing both an incident and subject centric solution. iView Systems has rapidly attained industry recognition for its unique solutions and now provides incident reporting, dispatch and visitor management platforms and services to the global security marketplace, including the gaming, banking, corporate security and other loss prevention environments. Michelle Austin, Marketing Communicator, iView Systems, speaks about the company's strengths and sales network around the world in the interview with Sunny Kim, Editor of SecurityWorld INT'L.

By Sunny Kim



Michelle Austin, Marketing Communicator, iView Systems (Photo by iView Systems)

**Please introduce your company and update our readers on your latest, breakthrough products.**

iView Systems is focused on the delivery of integrated security and surveillance software platforms, including incident management, visitor badging and dispatch. These products assist in reducing associated losses by the rapid identification of individuals involved in loss, threat creation and other specific activities. iView provides unique software, platforms and services to the global security marketplace, including the gaming, corporate, banking, transit and other loss prevention environments.

Our latest and greatest is a new addition to our iTrak platform called iDVR Acquire (Intelligent Digital Video Recorder Acquisition). In today's fast paced multi-facility digital environments, entering, accessing, managing and reviewing video information relating to incidents, property and personnel is a difficult task. Risk managers, security officers and surveillance staff must review and pull evidence video and images from separate Digital Video/ Network Video Recorder (DVR/NVR) systems. These videos and images must be accessed using the DVR/NVR client software and then exported typically on a separate network or drive. Once exported, the relevant staff then must log into the reporting system and attach this information, if it can be attached at all.

The iDVR Acquire module plugs directly into the iTrak media interface allowing media capture via 3rd

party digital video management systems for daily logs, incident reports, subjects and more. This modular architecture enables clients to effectively customize the system to meet their specific needs.

**What threats to your business can you see, if any, in the foreseeable future?**

Not so much a threat but a challenge will be maintaining our existing high level of customer contact as we move further into the global arena. iView Systems takes pride in the fact that we strive to make a purchase of our system a personal hands-on experience. iView Systems is well entrenched geographically. We have partnered with internationally recognized companies to join us in delivering this iView approach.

**How would you rate your performance in 2007 and how much growth do you expect for this year?**

iView Systems had an outstanding year with our best year to date in 2007! New and innovative partnerships were made, our client list kept growing with fortune 500 companies and major gaming facilities including additions and new installations in Macau, Australia and New Zealand. Our Mission is to become the leading provider of innovative software solutions for the risk management marketplace in the gaming and corporate security environments. 2008 should provide a break-through year in growth, solidifying our position as the main gaming supplier of risk management solutions as well as a key player in the corporate security marketplace.

**In your opinion, what are iView Systems' strengths when it comes to security?**

iView Systems is a proactive company in its approach to the marketplace and our products. Our greatest strength is this hands-on approach through our industry experience. iView has brought a team together that has decades of experience working within the security industry. We understand traditional systems as well as emerging technologies and how they will converge from a risk management and loss prevention perspective.

**Please introduce your current sales network around the world.**

Our head office is located in Canada with a second office in the United States. iView sells primarily direct in North America. With clients all over the world iView Systems now provides experienced professionals via reseller channels. Our sales network is made up of companies that are leaders in the technology markets, including Progressive Gaming International (PGI), a software systems leader in the gaming industry. They have offices in Europe, Australia and Macau, enabling our clients in those geographical regions to have local iView Systems representation and support.

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