

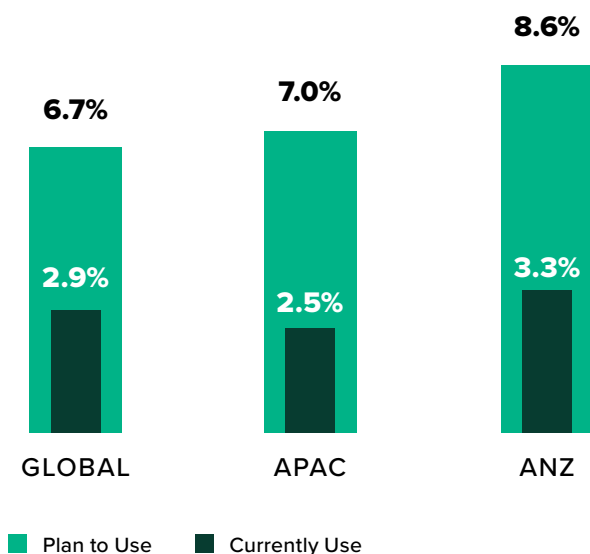
USE VIDEO ANALYTICS TO DRIVE BETTER BUSINESS OUTCOMES

The focus of video analytics solutions to date has been on threat management and public safety - but many businesses are moving well beyond these first-generation solutions as they focus their video analytics solutions on generating revenue, reducing costs, improving quality, and delivering a better customer experience. Solutions of this nature require infrastructure that can be provided by Hewlett Packard Enterprise and supported by Intel®.

THE USE OF VIDEO ANALYTICS IS INCREASING EXPONENTIALLY

More businesses across ANZ are turning to video and image analytics to help them drive better decisions. Ecosystem research shows that the use of video and image analytics will increase by 231% globally in 2021 and 257% in ANZ. While this is off a small base, it is a good indication of the opportunity that many businesses are seeing for video analytics – a technology and business capability that has matured significantly ever since the end of 2019.

Adoption of Video and Image Analytics is Poised to Accelerate in 2021



Source: Ecosystem AI Study, 2020
N: Global=3,732; APAC=2,239; ANZ=421

TREAT VIDEO STREAMS AS A DATA SOURCE THAT CAN DRIVE BETTER DECISIONS

Video streams coming from existing and new video capture devices are effectively unstructured data streams. Video analytics tools and platforms add structure to that data, allowing businesses to make better decisions. And the potential value of that data far outweighs that of a standard IoT sensor that delivers simple data. Many businesses in ANZ see the opportunity to get more value from their video data to improve their business outcomes:

- ▶ Travel providers are monitoring fare evasion to understand how the public is tapping on/off on buses and at train stations. They aren't looking to capture cheats – just to understand what percentage of people are complying with the rules.
- ▶ Manufacturers and distributors are monitoring their warehouses and logistics centres to identify congestion – if pallets of goods don't get on a truck, or the truck is delayed in departing, this can have a material impact on earnings and customer satisfaction.
- ▶ Governments and councils are monitoring environments – such as rivers and parks. They can use this data to measure wildlife population, monitor the health and clarity of water sources or reduce maintenance of remote resources.
- ▶ Schools are monitoring attendance and also body temperatures. This gives the teachers valuable time back for their lessons and allows them to focus on teaching.

BUSINESSES ARE MOVING FROM MONITORING PEOPLE TO MONITORING THINGS

As companies move beyond the “threat management” paradigm for video analytics, they find that they are moving from monitoring people towards using the video data to drive better outcomes – often through monitoring objects or assets. For example, as we move towards autonomous vehicles (which has already happened in mining and other select use cases), there is a need not just to analyse the video from the vehicles but to monitor the vehicles themselves and understand how they interact with pedestrians and other assets. This involves capturing multiple video streams and analysing the data in real-time – a capability well beyond the usual human-centric video monitoring solution.

Ecosystem data indicates that the use cases from video analytics are quickly moving beyond monitoring and alerts towards those that can improve products and services and offer better, more personalised, and optimised customer experiences.

Video Analytics Users are Planning to Drive Many Benefits from their Investments



ENHANCED PROCESS MONITORING/ALERTS

39%

37%



PERSONALISED PRODUCTS/SERVICES

34%

38%



PRODUCT/SERVICE INNOVATION

40%

30%



BETTER CUSTOMER EXPERIENCE

34%

34%



BETTER EMPLOYEE EXPERIENCE

27%

37%



COST SAVINGS

27%

33%

■ Short-Term (up to 18 months) ■ Medium-Term (18 months - 3 years)

Source: Ecosystem AI Study, 2020
N=293

SMART COMPANIES USE VIDEO ANALYTICS TO IMPROVE PRIVACY OUTCOMES

The role of video analytics is not to identify people or to breach the privacy of individuals – it is to monitor, compare, count, alert, or improve security. Traditional video monitoring actively stores video on disk or tapes. Video analytics can remove the entire storage process as analysis is conducted on the video stream in real-time with footage never being stored. Being able to automatically blur faces and other identifying features means that any link to individuals will be nearly impossible. There are likely to be those who feel that video analytics might breach privacy – but the reality is that it actually improves the privacy outcomes compared to traditional video monitoring technologies, while driving greater real-time insights.