VIDEO ANALYTICS

Elevated outcomes and smarter insights powered by AI

Experience AI-powered Video Analytics tailored to drive impactful transformation in operational safety and security, process efficiency, and customer experience.

Empower your digital transformation by leveraging Tata Communications' digital fabric. Seize a competitive edge through our device intelligence, location intelligence, and situational awareness analytics. Ensure end-to-end visibility and success in your hyperconnected ecosystem.

Our value-driven AI and IoT solution has a People First, Planet First focus to ensure safer, more efficient, and sustainable management in enterprises and smart cities.

UNLOCK THE POWER OF VIDEO ANALYTICS

a. In today's fast-paced business world, pioneering businesses are integrating Video Analytics to unlock the full potential of video surveillance systems, transforming them into intelligent tools to **enhance security, improve operational efficiency, and generate real-time insights — all without costly hardware upgrades!**

b. This scalable solution **automates monitoring, improves safety in high-risk areas, and streamlines workflows** to meet modern business needs.

VIDEO ANALYTICS ADOPTION POISED TO GROW EXPONENTIALLY

It is becoming a 'must-have' solution

Top of mind initiative for enterprises

60% *retailers planning to adopt to enhance CX*

AI Models are smarter than ever

Boosted by a **99%** *reduction in cost for model training in past 5 yrs*

Enterprises are realising instant value

20% ▲
Increase in average basket size

29% ▲
OTIF improvement

30% ▲
Boost in impulse purchases

20% ▼
Reduction in stockouts

*Source: McKinsey, World Economic Forum, Standard AI, Apparel Resources

INDUSTRY CHALLENGES IMPACTING OPTIMAL PERFORMANCE

a. Enterprises have invested billions in traditional video surveillance systems, yet limited technical capabilities of the system combined with manual monitoring result in missed business value.

b. Studies reveal security personnel lose focus and **miss up to 90%** of live video feed information **just after 20 minutes** due to loss of focus.*

Inadequate safety protocol and incident management

Inefficient operations and inventory management

Unutilised data potential for valuable and smarter insights

Limited customer experience

Absence of automated anomaly detection in processes

*Source - Avigilon

TATA COMMUNICATIONS

WHAT WE OFFER

- Tata Communications' Video Analytics platform provides customers an intuitive way to onboard and manage cameras, and the flexibility to configure the right AI models to each camera feed as per the desired use case.
- Managed analytics platform with advanced AI models
- 50+ use cases with customisable AI models to provide specific outcomes
- Customisable and comprehensive dashboards
- Infrastructure agnostic platform deployment – cloud / edge / on-premise
- Highly scalable and modular platform design with fully managed and timely OTA upgrades

SECURITY AND SURVEILLANCE
- Intrusion detection
- Mobile phone usage violation
- Crowd detection

SAFETY AND EMERGENCY RESPONSE
- Fire detection
- Smoke detection
- Handrail usage detection
- Personal Protective Equipment (PPE) detection

TRAFFIC MANAGEMENT
- Vehicle class
- Automatic Number Plate Recognition (ANPR)
- Speed violation
- Usage of designated pathway
- Littering from vehicle

CUSTOMER EXPERIENCE
- Footfall detection
- Emotion detection
- Age detection
- Gender detection
- Staff presence / absence detection
- Dwell time
- Queue length

COMPLIANCE AND MONITORING
- Luminosity detection
- Asset detection
- Absence of barricade
- Garbage pile up
- Graffiti detection

LOGISTICS
- Asset counting
- Bar code reading
- QR code reading

50+ USE CASES

- The individual use cases are optimised and calibrated to the actual site conditions to make the detection and analytics outcomes more accurate and insightful.

KEY FEATURES OF VIDEO ANALYTICS PLATFORM

- Comprehensive dashboards
- Real-time camera view
- Incident reports and history
- User access management
- Incident detection even in poor conditions: bright / low light, small stores, crowded spaces and restricted camera views
- API integration with existing IoT application
- Customised algorithms for accurate detection in high pixelation and jittery network
- Custom logic built into AI models

OUR SOLUTION - UNLOCKING POSSIBILITIES

Our **'Video Analytics and Management'** solution pioneers a new era by unlocking the full potential of data-driven insights, security, and operational efficiency. By seamlessly integrating video and sensor data from interconnected devices, processing it at the cloud or edge, and delivering consolidated insights through a unified interface, it **empowers businesses to monitor operations, detect anomalies, and automate responses - transforming innovation and efficiency.**

WHY US?

Accurate incident detections as models are trained with real-time onsite data

Use-cases portfolio: an extensive list of in-house and 3rd party AI-enabled use-cases

Video Analytics-in-a-Box Solution: pre-configured, ready to deploy in a box, offering quick deployment

API integration with IoT platforms to utilise data from IoT devices

WHY US?

SOPs for accurate camera installation, positioning and configuration

Active camera health monitoring: alerts when network drops or camera feeds get pixelated

Remote management: centralised platform upgrades and deployments, ensuring data security