

A photograph of a modern corporate campus courtyard. The scene features a large, multi-story building with a glass and metal facade on the left. In the center and right, there are several young, leafy green trees planted in a well-maintained green lawn. A paved walkway curves through the foreground. The sky is bright blue with scattered white clouds. A white text box is overlaid on the lower-left portion of the image.

Key Security Priorities and Recommendations for 2022: Corporate Campuses



Corporate office environments have dramatically changed over the course of the last two years. Although many professionals have worked remotely due to a longstanding COVID hiatus, many corporations have begun enacting the steps necessary for the eventual return to next normal workplaces. Irrespective of the ongoing battle against ever evolving variants, forward-thinking organizations are significantly rethinking employee work strategies and how facilities will accommodate them.

COVID restrictions have created a newfound outlook that lies in stark contrast to traditional corporate culture. As a result, many work environments will now require different facility designs and setups to accommodate these new changes. Companies must have increased awareness and a heightened focus on safety protocols to create a safe and engaging workplace moving forward. While return-to-work policies may vary by country, state, county and organization, decision makers should develop a proactive approach to improving their workplace environment.



For security and safety professionals, these changes to corporate policy have a profound effect across all aspects of their operations. Navigating return-to-work strategies requires adopting new policies and procedures geared towards addressing a professional post-pandemic world. Leaders and decision makers should guide employees along the pathway towards this newfound office culture.

In addition to managing the typical nuances of safeguarding people and company assets, security practitioners will be faced with a number of new challenges related to workplaces in “the new normal” world. Strategic execution of back-to-work plans requires comprehending and addressing workforce challenges that may be encountered when returning to the office.

Whether you’re in corporate security, environmental health and safety, real estate or HR, there are **six integral aspects regarding how to fortify your security and safety infrastructure moving forward:**



Balancing Privacy and Security

As people begin returning to the new professional world, securely managing a corporate campus will come with additional challenges. As many employees will be wearing masks, this will make it harder for security teams to identify and track individuals that are entering secure areas. Furthermore, smart companies are looking for better ways to track and manage occupancy rates and understand new levels of foot traffic in buildings.

But adhering to organizational privacy policies while maintaining a high level of security requires a delicate balance for many companies. While facial recognition tools can be vital for protecting the safety and well-being of employees, it also may raise a number of privacy concerns and thus many companies simply choose not to rely on this functionality in their security operations.

A recent Gartner survey discovered that the number of large corporations using nontraditional monitoring techniques is projected to be over **80%**. Although the capacity of such technology is promising, increasing societal concerns and regulations have led companies to rethink potential privacy issues.

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Our technology features a purpose-built detection and classification engine that allows individuals to be detected, located and monitored using alternative identifying features such as body appearance, clothing, accessories, and more.

Vintra's AI-powered video analytics solution includes and delivers actionable intelligence insights using your existing cameras. With a flexible, powerful platform that can detect, classify, and re-identify individuals without using facial recognition, Vintra allows security teams to meet the delicate balance between security and privacy in the most challenging of security environments.



Minimizing Workplace Violence

As we begin transitioning into the new normal world, organizations must remain cognizant of the social and political ramifications associated with the pandemic. Policies such as enforcing mask usage and evolving vaccination requirements will likely place additional emotional stress on employees and may put them at a heightened risk of workplace violence. According to recently published [CDC guidance](#), “Workplace violence is considered violent acts, including physical assaults and threats of assault, directed toward persons at work or on duty.” In fact, [92%](#) of employees report experiencing some level of anxiety and [70%](#) convey workplace distractions as a result of the pandemic.

Because of these issues, the threat of workplace violence has become an increasingly more prominent concern in recent years. Whether it be physical violence, harassment, intimidation or threatening disruptive behavior, workplace violence can come in various forms:

- Approximately two million people are subjected to workplace violence on an annual basis ([OSHA](#))
- Nearly 400 fatalities and over 20,000 injuries occurred in the workplace in 2020 ([National Safety Council](#))
- Current and former employees account for 26% of workplace violence perpetrators ([Pinnacol](#))
- Strikingly, [58%](#) of violent workplace crimes are never reported to the police

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In addition to these employee-focused issues, research shows that external entities pose the greatest threat to workplace violence. In fact, strangers account for over 36% of workplace violence incidents (more than any other demographic) ([CDC](#)). Therefore, securing premises and safeguarding office spaces against potential intruders is of the utmost importance.

Vintra helps keep office spaces safe by allowing security teams to detect issues earlier, respond smarter and investigate faster. Whether it be a disgruntled employee or a random pedestrian threat, Vintra can drastically improve situational awareness by closely monitoring and providing real-time alerting regarding entrances and secure areas throughout your campus.



Our system can detect leading threat indicators like loitering and wrong way movement through a zone as well as long guns and other potentially harmful objects. And our Re-ID technology will quickly show the entire journey of persons of interest as well as their current location, allowing security teams to quickly resolve potentially dangerous situations before they escalate.

By minimizing unauthorized access in the workplace, security professionals can help mitigate potentially disruptive incidents that can increase their organization's level of risk, which can have a dramatic effect on employee productivity:

- [10%](#) of malicious breaches are caused by physical security compromises
- The average cost of a physical security compromise is [\\$4.36 million](#)

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Vintra can help security teams implement risk management strategies to proactively safeguard against unwarranted building and secure-area entry. Vintra's AI-powered video analytics help prevent unauthorized access by ensuring your organization's perimeter, critical access points and secure areas are monitored 24/7 using total-environment intelligence technology. Our video analytics solution will help identify security breaches and send alerts to your existing VMS for quick response.

Vintra's AI solution also improves security within the confines of the building by verifying entrances to critical access points. By making sure only individuals are allowed to enter designated areas, a smarter approach to video surveillance can help prevent unwarranted theft or unauthorized record access.

Minimizing False Alarms

Large corporate infrastructures often have hundreds of cameras within a single facility. Employing the manpower needed to successfully review and manage such high-volume video surveillance is an overwhelming task for most security teams. To compound this, lower staffing levels in a post-COVID world will not allow for regular and deep oversight of real time camera feeds and playback.

Because these networks of cameras can generate a high level of alerts, in many cases these alerts have become more of a nuisance rather than a protectant. In fact, more than [95%](#) of security concerns that occur are actually false alarms. The striking nature of this statistic points to the importance of increasing security efficacy and awareness.

These false alarms can be detrimental to the morale of a security team and the overall security posture of the organization. Security teams may expend valuable resources on false alarms, causing them to miss out on critical security events. Additionally, security personnel may encounter issues when it comes to reviewing footage – regardless of their levels of experience – caused by simple human error, fatigue and oversight.

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Vintra's AI platform can help optimize your security team's operations by including the ability to quickly and easily suppress false positives in three ways, including:

- AI-based systems that improve with each new release due to improvements in algorithms and training data
- Mute alert features
- Smart rules that enable certain types of objects or events to be ignored rather than generating alarms

The security operator simply selects a particular issue creating a false alert and marks it as such, letting the AI-powered system learn more about that visual identity and suppressing it in future analytic events. Just as easily, these muted alerts can be modified or even deleted by other team members, ensuring that your security infrastructure is up to date.

Vintra can detect security anomalies across your campus using industry-leading technology that provides the greatest accuracy and speed available. Our platform can help fortify your security posture using technologically advanced solutions. With the help of an easy-to-use interface and the ability to integrate with leading VMS systems, your security operations team can mute unwarranted alarms and focus on only the most pertinent events and issues.

Becoming a Force Multiplier

A significant nationwide labor shortage has occurred across various industries as a result of the COVID-19 pandemic. In fact, organizations are struggling to fill positions that were once previously highly sought after. The United States Bureau of Labor Statistics recently reported over [11 million jobs](#) being available with only 6.5 million positions being filled.



The striking labor shortage in the security guard field was on full display recently at the [University of Pennsylvania](#). During Labor Day weekend 2021, a group of RA advisors discovered that quad gate entrances were left unattended for three hours. During this time, RA advisors were forced to man the gates themselves as they took on the additional responsibilities. These types of incidents have been widespread across the country illustrating the significant shortage of qualified guard personnel.

Not surprisingly, security positions have been increasingly more difficult to fill as corporate offices have had difficulties finding qualified guards and operations personnel. Many organizations are dealing with staff shortages and overtime shifts lasting up to 12 hours causing exorbitant overtime costs and problems. Additionally, concerns related to COVID safety, higher inflation rates and expanded unemployment benefits have created an acute labor shortage across the physical security market, potentially placing corporate and public safety in jeopardy.

However, forward-thinking corporations are circumventing labor shortages by bolstering their technological capabilities. Enhancing security teams with advanced AI-driven capacities can create a force multiplier effect on enterprise safety, allowing your security operations teams to do more with less and empower your personnel to focus on events and issues that matter most.

Vintra offers an AI-powered video analytics solution designed to specifically address issues related to insufficient security staffing. Instead of spending countless hours mindlessly staring at video screens, Vintra enables enterprise clients to fill the gaps caused by understaffed security teams. With a smarter, more-efficient approach to campus security, enterprises can more easily focus on the overall safety and wellbeing of their most valuable asset: their employees.

Sharing Valuable Business Intelligence Insights

Optimizing how your space is utilized, sized and serviced can be significantly enhanced by using valuable business intelligence insights provided by AI-powered video analytics.

With the workplace being a continually evolving space, the physical environments that companies maintain will need to change as well. This dynamic process involves stakeholders from real estate, safety, and HR who must measure critical usage data such as traffic flows (people and vehicles), person density, and occupancy rates in defined areas.

Think of security as an athlete transitioning from collegiate to professional sports. Although the skillset may appear the same from an outsider's perspective, they must take additional steps to facilitate professional growth and development. COVID has presented organizations with an amazing opportunity to take that step, raise their game and to utilize business data about their existing physical spaces.



As a result, security teams and the infrastructure they control — such as cameras — can provide valuable insights to drive better real estate decisions, health and safety protocols, and even HR policies. Occupancy data, whether in a defined area like an open space work area or micro kitchen, is critical for making decisions about future real estate strategies, both in terms of sizing and usage. Current approaches such as field surveys are considered outdated and using access control data alone can be problematic.

But in the “next normal” environment, AI-powered video analytics can provide valuable realtime and ongoing data regarding people density flow, allowing security leaders to offer key insights to other groups such as real estate and HR, driving potential site redesigns, updates to staffing and restocking rotations and thus help improve the company’s bottom line. Say, for example, corporate leaders discover insufficient space for accommodating employees. Kitchens could then be redesigned to improve people flow, occupancy and ongoing usage, helping to save valuable manpower and resources.

But this is just a small example of how some valuable statistics related to current business intelligence insight can help improve your campus environment. Other valuable BI-related statistics include:

- Over [50%](#) of organizations have reported increase data usage since the beginning of the COVID-19 pandemic
- Over [60%](#) of organizations will utilize three or more analytics solutions for business applications by the year 2023
- Analytics adoption is slated to increase [50%](#) with the help of vertical and domain-specific augmented analytics solutions

Adopting analytical platforms can help organizations improve business operations through the use of data-driven decision making. Vintra AI uses real-time video monitoring and analytics to provide organizations with comprehensive data and valuable insights. Vintra’s simple and purposeful reporting helps to paint a complete picture of your total environment and allows you to share that by sharing information across various departments.

Sharing information across multiple departments and teams can be a vital tool in protecting the security and well-being of organizations. As a result, what has traditionally been known as a cost center — security and the data its systems produce — can be turned into a source of unique organizational insights and an ROI-generating machine.



Prepare Teams for a New Type of Workplace

Vintra's AI-powered video analytics solutions can help corporate campuses maintain a safe and productive work environment. Our video analytics tools can be seamlessly integrated with any camera source to create actionable, tailored and trusted intelligence. By improving safety standards and enhancing situational awareness, Vintra is able to use existing surveillance networks to respond to events as they unfold and streamline post-event investigations.

Corporate settings have been forever changed due to the COVID-19 pandemic. Sufficiently managing security infrastructures is a critical component of helping employees feel safe when returning to the workplace. As employees gear up for an eventual return to work, smart organizations will continue to focus on fortifying their security infrastructure while adhering to appropriate safety protocols and processes.

Vintra provides total-environment intelligence solutions for modern enterprise and campus settings, allowing employees to feel at ease that their environment is ready for whatever comes next. In a world of constant flux, organizations must empower their teams with the dexterity and tools needed to sufficiently manage the safety and security of employees.

With Vintra, security professionals have AI-powered video analytics that allow them to create the safest and smartest environments possible.