

## **RETURN ON INVESTMENT - LPR**

*OUR CLIENTS HAVE BEEN ABLE TO PROVIDE US WITH SOME MEANINGFUL FEEDBACK ON THE SAVINGS AND BENEFITS REALIZED SINCE INSTALLING OUR LPR SYSTEM ON THEIR SITES.*

THE LPR SYSTEM INVESTMENT QUICKLY PAYS FOR ITSELF IN BOOSTED SECURITY & SITE PROTECTION, INCREASED EMPLOYEE AND CLIENT ACCOUNTABILITY, AUTOMATED FEE CALCULATION PROCESSES, FORTIFIED REVENUE STREAMS, AND IMPROVED CUSTOMER SERVICE. GENERALLY, YOUR RETURN ON INVESTMENT CAN BE REALIZED IN LESS THAN 6 MONTHS TO 2 YEARS, DEPENDING ON THE TYPE OF INDUSTRY THAT YOU PARTICIPATE IN AND HOW YOU CURRENTLY MEASURE PERFORMANCE.

## **LABOR SAVINGS**

GENERALLY POSSIBLE DUE TO ONE OR MORE OF THE FOLLOWING REASONS:

- **IN THE PERIMETER SECURITY, PARKING REVENUE CONTROL, & FLEET VEHICLE MANAGEMENT – 5% - 30%**
  - LARGER OPERATIONS USE MULTIPLE GUARDS – NET HEADCOUNT REDUCTIONS CAN BE REALIZED WITHOUT COMPROMISE TO SECURITY.
- **IN GATED COMMUNITY SETTINGS – 30% - 100%**
  - SOMETIMES THE HEADCOUNT (I.E. A GUARD-SHACK) CAN BE TOTALLY ELIMINATED AS A MORE VIGILANT SECURITY SYSTEM SUCH AS LPR BECOMES OPERATIONAL. RESIDENTS CAN GET A HIGHER ACCURACY OF LICENSE PLATE CAPTURE, AND RECORDS ARE RETAINED AND USED TO SELF POLICE NEIGHBORHOODS, SENDING ALERTS TO NEIGHBORHOOD WATCH REMOTELY.
- **IN THE VALET SETTING : 5% - 25%**
  - AT INITIAL CHECK-IN THE LPR CAMERAS TAKE A PICTURE OF THE PLATE AND THE FIELD IS AUTOMATICALLY POPULATED, SAVING THE VALET ATTENDENT ARRIVAL PROCESS ENTRY TIME. FOR REPEAT VEHICLES THE SYSTEM “REMEMBERS” THE CUSTOMERS PREVIOUS VISIT, FURTHER EXPEDITING THE CHECK-IN.

## **REVENUE INCREASES**

- **IN PARKING REVENUE CONTROL APPLICATIONS – 5% - 30%**
  - TRANSACTION ACCOUNTABILITY
  - ENTRY/EXIT PLATE CHECK & AUTOMATIC FEE CALCULATION
  - ELIMINATION OF POTENTIAL FOR TICKET SWITCHING.

- LICENSE PLATE CAN BE PRINTED ON TICKET UP ENTRY

## **INCREASED SECURITY & LOSS PREVENTION**

- **IN THE PERIMETER SECURITY, PARKING REVENUE CONTROL, & FLEET VEHICLE MANAGEMENT**
  - ACCURATE MEASUREMENTS RESULT IN BETTER DECISION-MAKING
  - IMPROVED TRACKING OF VEHICLES.
  - NET IMPROVEMENT IN HOW QUICKLY “BAD-GUYS,” VIP’S, EMPLOYEES, ETC... ARE IDENTIFIED.
  - LAW ENFORCEMENT DATABASES CAN BE INTERFACED WITH, EXPONENTIALLY INCREASING THE ABILITY OF THE SYSTEM TO IDENTIFY POTENTIAL THREATS.
- **BORDER SECURITY, TRAFFIC MONITORING, LAW ENFORCEMENT, PRISON’S**
  - CAMERAS CAN GENERATE UP TO 60 PICTURES PER MINUTE, DRAMATICALLY IMPROVING THE ODDS THAT LAW ENFORCEMENT AND SECURITY PERSONNEL CAN EFFECTIVELY AND EFFICIENTLY IDENTIFY POTENTIAL THREATS AND DEAL WITH THEM.
  - IN MOST INSTANCES, THIS INCREASE IN THE EFFECTIVENESS OF SECURITY COMES WITH A NET COST SAVINGS.
- **IN THE VALET SETTING**
  - VIRTUALLY ALL OF OUR CUSTOMERS HAVE REPORTED A NET INCREASE IN THE TIGHTNESS OF THEIR SECURITY. A RECENT CLIENT INSTANCE WHERE A CHEAT WAS CAUGHT THROUGH THE VALET LPR SYSTEM AT A CASINO TRANSLATED INTO – IS JUST ONE OF MANY EXAMPLES.
  - ABILITY TO PULL UP PREVIOUS VISIT VEHICLE RECORDS TO IDENTIFY PRE-EXISTING DAMAGE.
- **IN GATED COMMUNITIES**
  - THESE LARGELY “SELF-POLICED” COMMUNITIES ARE ABLE TO DOCUMENT WHO ENTERS/EXITS INTO THEIR NEIGHBORHOODS WITH EXTREME ACCURACY
  - AUTHORIZED VISITORS CAN BE WHITE LISTED FOR A SINGLE INSTANCE OR USER DEFINED TIME PERIOD (EVERYTHING FROM RESIDENTS, TO THE PIZZA DELIVERY BOY).
  - WHEN VISITORS ARRIVE TO SEE A CERTAIN PARTY, THE VISITOR CAN BE “ANNOUNCED” TO ALERT THE HOST WITHIN THE COMMUNITY.
  - FURTHERMORE THEY IF THERE IS AN INCIDENT SOMEWHERE WITHIN THE COMMUNITY LIMITS THERE IS A RECORD OF POTENTIAL SUSPECT VEHICLES FOR LOCAL POLICE TO FOLLOW-UP WITH.

## **CUSTOMER RETENTION**

- “PROBLEM DRIVERS” (STOLEN VEHICLES, CASINO CHEATS, KNOWN FELONS, ETC...) – DEPLOYED LPR TECHNOLOGY WILL KEEP THE UNDESIREABLES AWAY FROM YOUR PROPERTY.
- “GOOD DRIVERS” THOSE WHO ARE OBEYING THE LAW ENJOY VIP NAME RECOGNITION, FASTER CYCLING THROUGH CHECKPOINTS, IMPROVED SPEED OF ACCESS THROUGH GATES AND THOROUGHFARES, AND IMPROVED SECURITY FOR THEM AND THEIR VEHICLE ONCE THEY ARE ON THE TARGET PREMISES.

## **A WEALTH OF DATA AT YOUR FINGERTIPS**

- TIME IN, TIME OUT.
- AUTOMATIC RECALL OF REPEAT VISITORS, AND COMPREHENSIVE POPULATION OF FIELDS FOR THOSE REPEATS.
- IDENTIFICATION OF ALERTS (I.E. STOLEN, CHEAT, VIP, EMPLOYEE, ETC...).
- ABILITY TO SORT BY ALERT TYPE, LANE ENTERED, PROGRAM THE MEDIUM BY WHICH A NOTIFICATION SHOULD COME AND TO WHOM, ETC...
- LENGTH OF STAY
- VOLUMES BY HOUR/DAY/WEEK
- WHERE APPROPRIATE, EMPLOYEE PERFORMANCE AND PRODUCTIVITY