

## Developing a Business case for Kinesense Video Investigation Solutions

### Helping you understand the value of deploying in your organisation

The Kinesense solution can help you save time and deal with video evidence in a more efficient and professional manner. Different teams and different organisations will have different problems they are looking to solve, so the value will be a bit different for everyone. In this document, we will explore the common pain points experiences by our customers when dealing with video, and outline how Kinesense helps to solve them.

Problem: Time to watch CCTV	Solution: Use analytics to find events automatically
<p>When you import video into Kinesense we analyse the number of hours imported and compare this to the time spent finding events.</p> <p><b>Major Investigation Results:</b> typically, <b>75-95%</b> time saving from automatic event finding. Every case differs in the amount of video that must be processed but it is normal for 100,000 hours to be processed in one year. This means that 75,000 hours can be saved per year at an estimated cost of £20 per hour (staff cost), that is <b>£150,000 per year in savings</b>.</p> <p><b>Surveillance operations:</b> Typically, <b>95%</b> time saving from automatic event finding. Every case differs in the amount of video that must be processed but it is normal for 400,000 hours to be processed in one year. This means that 38,000 hours can be saved per year at an estimated cost of £20 per hour (staff cost), that is <b>£760,000 per year in savings</b>.</p> <p><b>Volume Crime:</b> Typically, <b>50%</b> time saving from automatic event finding. There is less video duration per case but there are a lot more cases. If 300,000 hours are processed per year, 150,000 hours are saved so that's <b>£300,000 saving per year</b>.</p>	

Problem	Solution	Evidence
Can't find the perpetrator	The Kinesense solution helps to search video to find key events, identify suspects and verify witness and victim movements.	<i>"On our first case using Kinesense LE, we had a month of video from one location. After Kinesense LE had analyzed the video files, an investigator got a short explanation about how to use the program. And we found the perpetrator in 5 minutes!"</i> Oslo Police
Delayed decision making/ actionable intelligence	The volume of CCTV collected in investigations and the technical difficulties mean that watching and reviewing CCTV gets substantially delayed.  Our intelligent video algorithms categorize events with in video, ensuring that investigators get to the events that matter fast.	<i>"It's flexible, enabling you to process and manage large amounts of video data efficiently and effectively which then enables really focused operational decisions to be taken. "</i> Detective Chief Inspector, South West
No video capabilities for Frontline	Easy to use solution which is available 24/7 for frontline officers	<i>"Takes video forensics out of the lab and into the front line."</i>  Northumbria Police
Overburdened Digital Forensic Unit (DFU)	Reduction in jobs processed by DFU	<i>"In 12 months, Northumbria DFU reduced the number of work jobs from 7000 jobs to 600 per year &amp; staff from 11 to 6"</i> Tony Young, DFU, Northumbria
Need a process to adhere to evidential processing of video e.g. ISO 1725	The Kinesense solution is a one stop shop to deal with video evidence, from capture to court. It is designed to be fully compliant with ISO 17025 codes of practice.	<i>"Standardisation, efficiency, production of credible products, tightening procedures, 24/7 availability for frontline officers are the key benefits we have obtained from deploying the Kinesense system"</i>  Jerry Hewitt, Head of Digital Forensic, Northumbria Police

Difficulty in motivating staff to watch CCTV due to boredom	If there is an event of interest, it will be found accurately.	<p><i>" Video Investigation has gone from a laborious, tedious task to being an enjoyable and rewarding experience. Before, staff did not enjoy sitting down to watch thousands of hours of CCTV, however, with Kinesense they know they are guaranteed to get the best outcome with minimal human effort. The solution motivates staff to perform CCTV investigations."</i></p> <p><i>Detective Superintendent, Nick Wallen, West Yorkshire Police</i></p>
Difficulty with playing video	Using Kinesense's smart video technology, different proprietary formats can be converted into a viewable video and shared quickly.	<p><i>"The support offered by the Kinesense team in second to none. CCTV is a complex area due to all the different formats. Kinesense constantly strives to help with all the different formats we come across"</i></p> <p>Vera Unit, GMP</p>
Too much time and money spent physically transferring video around	Video is imported into the Kinesense system and multiple users can log in from other locations to review and process video. It stops police having to make multiple DVD copies of video and physically transferring data.	<p><i>"My headquarters is closer to London than to the other end of the force area. If you think about recovery of product, it can be a six-hour round-trip or even eight hours in the summer "</i></p> <p>Sam Willing, head of TSU, Devon &amp; Cornwall Police</p>