Case study | March 2021

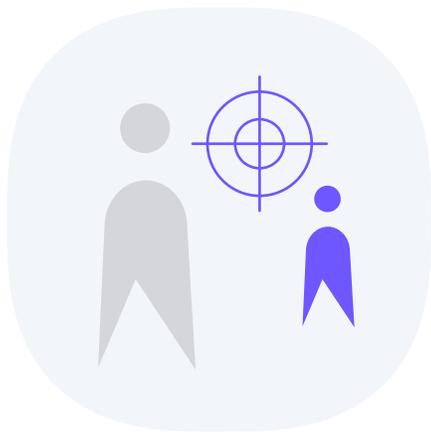# Protecting those who educate us

How Ava's intelligent video security solution is serving higher education

High standards for physical security at colleges and universities

As multi-faceted communities with dorms, classrooms and administrative buildings, food and public safety services, sporting events, visitor centers and health care facilities, college and university campuses are cities in themselves. Beyond the protection of employees and students, colleges and universities are responsible for the safety of many visitors.

With such high standards and complex needs, centers of higher education recognize the need for intelligent security systems that enable proactive monitoring, provide fast and smart forensics and comply with NDAA Section 889.

A system that can reduce:
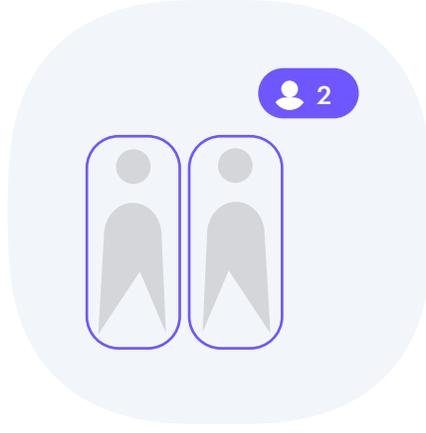
Active shooter incidents

Assaults/crimes

Vehicle & personnel breaching the campus

A system that can enable:

Contact tracing

Occupancy counting

Insights for the campus operations

Challenges faced by campuses

Many colleges and universities realize their current video surveillance platform creates challenges that if left unresolved, could result in life-threatening consequences. These challenges include:

Inadequate situational awareness

The size and diversity of a college or university campus poses an enormous security challenge. Past security measures may have led to gaps in coverage, leaving the campus vulnerable to both internal and external threats.

In addition, the COVID-19 pandemic created the need for increased situational awareness. Without a real-time and dynamic understanding of the environment, it is difficult to enforce preventative measures to control and mitigate the risk of transmission.

Slow incident response time

Speed is critical. Within the confines of a college or university, the consequences of slow incident response time can be devastating and sometimes even deadly.

The longer it takes for security personnel to gather, understand, and analyze the details of an incident, the greater the threat becomes. Responding to an active shooter, vehicle breach, or an assault, requires immediate action that isn't usually available through existing technology.

Limited real-time analytic capabilities

Colleges and universities need to prevent incidents from occurring rather than simply reacting after an incident has occurred. The traditional method of receiving an emergency call and responding after the fact is too costly. Automated notifications and alerts based on anomalies and rule-violations that are captured on video give security teams the power to act.

NDAA-889 compliance

Section 889 of the NDAA applies to schools receiving federal contracts, grants, and loans. This means college and universities must meet NDAA-889 compliance, which states that the U.S. Government has banned specific telecommunications and video surveillance equipment utilizing chips manufactured in China.

Why Ava?

One large University recently turned to Ava for an end-to-end intelligent security solution to meet its full range of needs. They required a platform that was:

Proactive. When there is a need to respond to a threat, the response needed to be immediate.

Precise. On a campus this large, it was critical to pinpoint the exact location and nature of a security event in seconds, not hours or days.

Simple. The system had to be straightforward to implement, manage and use within its infrastructure and with existing cameras. Ease of use saves time and lives.

Scalable. The system needed to be able to scale to thousands of cameras.

Ava understands that protecting college/university campuses takes more than security teams armed with good intentions and cameras. Seconds matter. Ava's fast and smart forensic searches and powerful analytics transform the manually intensive examination of massive surveillance footage into accurate and useful results within mere minutes. Security operators can:
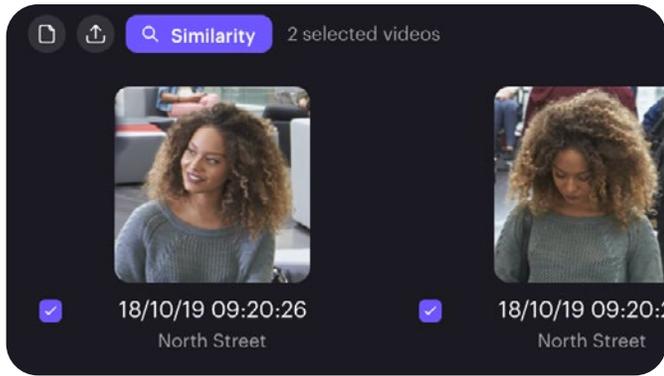
- Use powerful appearance, event, or image search functions to narrow down and track people or objects of interest.
- Add configurable maps of the entire campus to gain situational awareness and insights. Each map includes camera views, alarm views, as well as the ability to track people and objects as they move around.
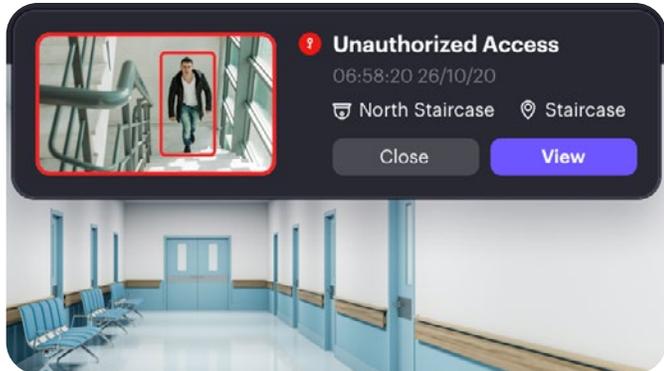
Only Ava could meet their challenges:

Advanced situational awareness: Powered by **Smart Presence™**, Ava's use of AI and machine learning allows security personnel to detect anything unusual at any time. The Aware VMS understands perimeters and behaviors, identifies, classifies, and tracks people of interest, vehicles, or other objects to send alerts before threats escalate.

Campus security operators now receive immediate alerts on unidentified loud noises including the exact source of the sound through microphones. The University's security teams are now able to stop threatening actions before there is damage to property or people.

Rapid incident response: Powered by Ava's **Spotlight**, video streams change dynamically to bring only the relevant feeds to the attention of the operator. Real-time alerts and notifications show up on the video wall to describe the incident, the time, and place it occurred.

Using Ava's **Smart Search™**, campus security operators are able to search by event and similarity to perform appearance and image detection powered by machine learning capabilities to comb through countless hours of video within seconds.

Real-time analytics: Ava's platform alerts the University's security operators of threats in real-time. Based on intelligent algorithms and self-learning to detect abnormal behavior, it will intelligently highlight what's relevant on the University's cameras, in real-time, all the time.

NDAA compliant: Ava's video hardware is TAA (Trade Agreement Act) Compliant, enabling higher education campuses to be fully NDAA 889 compliant.

Ava's solution also provided operational efficiencies:

Seamless integration with existing cameras

Whether a campus is replacing all or some of its cameras, the Aware VMS easily integrates into, and enhances, its existing cameras with the same AI capabilities embedded into Ava's cameras. Now, existing ONVIF cameras are enhanced with analytics such as object detection, people and vehicle count, similarity-based searching and more. By linking all existing cameras into a larger, AI-based video analytic platform, the college or university can leverage these powerful analytics across 'all the cameras, all the time'.

Access control integration

Ava's solution easily integrates into access control, remote monitoring, and existing infrastructure. Monitoring the entire campus can be done as part of a single video management system.

Scalable

The platform can easily be clustered to meet the growing needs of a campus, from hundreds to thousands of cameras.

Deployment simplicity

Ava's system is designed for overall simplicity and readiness for deployment. With security cameras that were ready to go—fully loaded with out-of-the-box Ava Aware software—the University easily replaced cameras in a phased implementation, minimizing installation time and eliminating downtime. Ava's simplified licensing/pricing model simplified deployment.

The same simplicity extends to maintaining scalable management within a college or university's group configuration policies. Plug and play configuration removes the need for user names and passwords, pre-configuration steps, and default settings.

And finally, the University chose the Ava system for its general ease of use. Security operators now have access to detailed camera information, activity logs, and advanced video adjustments in a single, user-friendly screen view.

Set up for success

The university is now set up for success with an end-to-end intelligent video security system that will scale with their needs. Highlights include:

- The highest level of security to protect against the vulnerabilities of the connected world. The equipment has end-to-end encryption, factory-installed certificates, and records detailed audit trails of both operators and administrators to assist with any other compliance requirements.

- Security operators have gone from data overload to easily and quickly accessing actionable insights to drive more confident and proactive security decisions. The University's security teams can:

  - respond in real-time and investigate incidents faster and with fewer resources. Essentially, they're acting on the system's identification of objects, events, anomalies, and similarities that detect issues as they unfold.

  - have full occupancy insight to manage the flow of people and traffic across the University in support of COVID-19 rules and regulations. Ava **Smart Presence™** includes a people and vehicle counter to track objects in real-time, allowing for historical analysis and reporting.

  - trust in a powerful security solution that doesn't inadvertently contain non-compliant technology posing a new threat.

- Seamless integration with existing access controls and compliant cameras to cost-effectively meet the 889 mandate and fully leverage analytics across the entire security system.

Whether enhancing your existing cameras with advanced video analytics, replacing your entire video security system to meet the NDAA mandate, or creating a solution from scratch, Colleges and Universities can leverage Ava's cameras and powerful analytics for the highest levels of proactive security.

AVA

Unified Security

Ava Security is a global technology company with offices in the UK, Norway, and the USA. It was founded in 2016 to create a better, smarter way to deliver security.

Ava protects people, property, and data anywhere. Innovative companies worldwide use Ava Reveal™ for human-centric data loss protection and Ava Aware Cloud™ for video security and analytics.

To learn more about Ava's smart solutions and how you can enjoy proactive security, visit our website or schedule a demo with a member of our sales team at **sales@avasecurity.com**.

www.avasecurity.com