



ComSys Educates SMBs on Surveillance & Security Breakthrough

SMBs Turn Surveillance Cameras into Data Hubs to Enhance Customer Experience

GAINESVILLE, FL – March 2019 - ComSys a leading managed technology services provider (MTSP), is helping small to mid-sized businesses (SMBs) to take advantage of dramatically increased capabilities in surveillance cameras. As security, both online and offline, has become a growing concern for many small business owners, ComSys is educating business owners on how recent advances in facial recognition and surveillance camera capabilities can protect their organizations from threats, while simultaneously enhancing customer experience.

“These aren’t your dad’s old security cameras,” stated Donald Bugos, President of ComSys. “Security cameras have now become intelligent. Some of the most common problems with security in the past were the result of low-light environments with blurry, low-resolution cameras. When a breach would occur, authorities would have to review recordings or employ staff to monitor them live. However, the recent changes in our industry have taken security to a whole new level. Many SMBs have started to take advantage of extremely sharp, 4K resolution and when paired with facial recognition software, business owners can custom tailor their client experience. This is huge for all sorts of industries, especially

organizations that are highly-trafficked or security is an extremely high priority,” Bugos added.

For years, one of the simplest ways to sneak into an organization, was merely by tailgating a group of secure employees. One person would swipe their access card and then hold the door open for everyone and the threat would walk right in through the front door. By the time anyone realized there was a potential threat, the infiltrator could’ve already left with any sensitive data that they wanted. Now, with real-time, streaming access paired with facial recognition software, surveillance cameras can recognize people by their faces. When cross-checked with a database, certain visitors can be treated as VIPs, elevating their experience, while other suspicious visitors can be prevented from accessing any areas of the organization, at the first line of defense. Casinos, banks, stadiums, corporate buildings and high-end retailers are obvious industries that could benefit from this technology, however the applications are seemingly endless.

Essentially, every single company now has the ability to constantly monitor all access points, recognize and categorize visitors based on their history with the company, manage important information and detect threats before they occur, instead of needing to remedy attacks after the fact. “It’s a complete paradigm shift,” concluded Bugos.

ABOUT COMSYS

The history of Communication Systems, Inc. (dba ComSys) dates back to 1981.

The company is North Central Florida’s most customer-oriented business technology solutions company - providing commercial customers with a single point of contact for quality, cost effective, converged voice and data solutions.

ComSys recognizes the critical need for a solutions provider that combines leading edge technology with quality service and support, and is committed to establishing lasting business relationships with their clients. The company’s goal is maximum customer satisfaction through total customer service.

ComSys is one of a select few converged solution providers nationwide that qualify to be a Technology Assurance Group (TAG) member.

ComSys provides VoIP Telephone Systems, Hosted Phone Systems, Call Center Solutions, Video Solutions, Structured Cabling and Wiring to businesses throughout the Gainesville, Ocala, Lake City and Leesburg areas. Our National Services Network can support and deliver our full range of products and services almost anywhere in the United States.

For more information on ComSys, in Gainesville - call 352.332.0359; in Ocala - call 352.622.3100; Nationwide - call 800.332.0359.