

Reduce False Alarms with Netwatch Proactive Video Monitoring

FALSE ALARMS ARE BURDEN ON BUSINESSES AND POLICE DEPARTMENTS



There are **1.1 MILLION** annual burglaries in the United States.^[1]



94 to 99% of all burglary alarm calls to police are false alarms.^[2]



False alarms make up between **10-20%** of all calls to police.^[3]



The cost of false alarm fees range from **\$25-100** for the first charged alarm but can quickly increase to several thousand dollars per false alarm if it continues to happen.^[4]

TRADITIONAL BURGLAR ALARM MONITORING VS. PROACTIVE VIDEO MONITORING

Proactive video monitoring reduces false alarms and ensures police are dispatched to respond to actual criminal activity.



When suspicious activity is detected by our intelligent video software, our U.S.-based Intervention Specialists evaluate the situation over live video feed.



Our specialists deliver live, personalized audio warnings to intruders. In 98% of instances, this is enough to stop criminal activity.



Our specialists respond to law enforcement in the rare case criminal activity continues after audio warnings.

COMPARING ALARM RESPONSES

In a side-by-side comparison^[5] of traditional burglar alarm monitoring customers with Netwatch's proactive video monitoring customers, when an alarm is triggered:

TRADITIONAL BURGLAR ALARM MONITORING CUSTOMERS

VS.

NETWATCH PROACTIVE VIDEO MONITORING CUSTOMERS

0%

of traditional burglar alarm calls are personalized audio warnings. Most call centers do not have the resources or staff to do this before calling for dispatching.



AUDIO VOICE DOWNS

5.4%

of incidents at Netwatch customer facilities require live, personalized audio warnings. After evaluating the threat in real-time to determine the best response, delivering a live audio warning that is highly effective often results in criminal leaving the premises, eliminating the need to dispatch law enforcement.

99%

of traditional burglar alarm monitoring customers receive calls when an alarm is triggered, whether the call is suspicious activity or not.



CALLS

4.4%

of Netwatch customers receive calls. Our combination of intelligent detection technology can distinguish between a human and a criminal, and assessment of live video by our specialists ensures customers only receive a call when there is activity or concern.

25%

of traditional alarm incidents are dispatched. Without having information about the incident, and how the customer can make the call, it's a real incident or false alarm.



DISPATCHES

0.4%

of incidents at our customers' facilities are dispatched to law enforcement. Because our specialists assess and intervene in real-time after receiving a call, our customers are able to manage them for the incident and often solve it, as their response takes on the immediate. Our specialists stay in contact and video our incident until the issue is solved. The information they provide police about the incident is not only helpful – it can also be life-saving.

PROACTIVE VIDEO MONITORING DELIVERS PEACE OF MIND

Traditional burglar alarm companies inundate their customers with phone calls at all hours of the night, and often make the customer decide what is or isn't a false alarm, leaving them at risk of being fined by police.



Our customers receive fewer calls than traditional alarm monitoring customers.^[6]



We dispatch police less than traditional monitoring companies, ensuring they are only responding to verified or minimal activity.^[7]

► Netwatch Proactive Video Monitoring customers have peace of mind knowing that we are protecting not only their buildings from criminal activity but also their businesses' bottom lines from false alarm fines.



netwatch
North America