Jefferson Bank, West Virginia, USA

Financial Customer Banks on IP Solution for Network Expansion

Customer

Jefferson Security Bank is a customer-focused, West Virginia state-chartered bank formed in 1869, making it the oldest bank in Jefferson County. The bank provides a variety of banking services to residents and businesses within its primary markets of Jefferson and Berkeley counties in West Virginia and Washington County, Maryland, and its secondary market of Frederick County, Virginia.

Looking to the Future

Seeking to replace older systems and implement "future-proof" technology, Jefferson Bank began searching for an IP-based surveillance solution. Specifically, the bank needed a technology to speed up the investigation process and to capture higher-quality video data across six of its branches. The financial institution also looked to expand coverage of its surveillance network. Prior to the new system, the bank had limited camera coverage within its branches and no visibility of activities in parking lots, at drive-up windows or at ATMs.

Fewer Cameras, Less Cost

Jefferson Bank's integrator partner, RCS Security

& Home Audio, suggested a MOBOTIX surveillance system to replace the older analog-based infrastructure. Although Jefferson's management team evaluated a host of systems, no other provider was more feature-rich than MOBOTIX. The solution's high-resolution video and decentralized concept were key benefits. The bank found it could reduce the overall number of cameras because of each camera's high-resolution image quality and the hemispheric capabilities of the MOBOTIX Q24. Typically, a MOBOTIX camera can replace up to four traditional video cameras. By deploying MOBOTIX, Jefferson Bank minimized the expense of the entire system. Fewer cameras resulted in immediate and long-term savings.

"This project was fast-tracked and, therefore, we had a short timeline to work with," said Ray Childers, President, RCS Security. "But we worked closely with the IT department to make sure the installation was done right, while meeting the completion deadline. It truly was a collaborative effort."

Approximately 125 MOBOTIX cameras — a mix of Q24as, D14s and S14s — are installed

throughout six key branches within the Jefferson Bank network in both internal and external areas, including drive-up lanes and self-service ATM areas. The bank is also using license plate recognition (LPR) on cameras focused on its drive-up teller areas. The LPR analytic provides the bank's investigation team with yet another option to search through and locate evidence easily. All drive-up lanes are equipped with LPR, as are the entryways and exits to the parking lot, which enables security staff to quickly locate the video of any car that enters the facility.

"Capturing the details of license plates was important to us," said Chad Holiday, Assistant Manager, Jefferson Bank. "There were instances of people using our ATM who reported back they didn't receive the correct withdrawal amount. Not only are we able to locate the video through the captured license plate number, but the MOBOTIX Q24 provides an excellent image of each individual in his or her car, allowing us to correlate data."

One of Jefferson Bank's branches is located in a historic district. The institution wanted to

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Collaborative Effort Satisfies Fast-Track Scheduling

increase surveillance at this branch, especially in the parking lot designated for bank customers, but was limited in what it could install due to preservation requirements. For example, limitations of the historic district would not allow cabling to be run for traditional cameras.

"During business hours, the lot is for the sole use of our customers, but we had no way to monitor it," Holiday said. "We needed to have a way to ensure our customers could access parking when needed and ensure compliance with our parking regulations."

Powerful Results

Jefferson Bank has leveraged MOBOTIX's award-winning video surveillance solutions as a powerful tool to reduce fraud. MOBOTIX also lowers the cost of investigation by allowing security staff to locate relevant video rapidly rather than having to search through hours of video to investigate an incident. With MOBOTIX, the video quality, analytics, ease of use and correlation tools allow the bank to conduct investigations in minutes.

"The MOBOTIX solution allows us to pinpoint activities that may be questionable," said Holiday.

"We are now able to do this in an efficient and timely fashion, and much more quickly than with any solution we have employed here at the bank."

By taking advantage of the high-resolution images and MxControlCenter video management software, the bank is able to provide law enforcement with higher-quality video for enforcement and prosecution. With license plate recognition and robust search capabilities, the MOBOTIX solution enables the bank to identify additional video evidence it might previously have missed.

Retailer information:

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