

INTEGRATED SOFTWARE: NEW LAYERS OF SECURITY

Based in Oakville, ON, iView Systems has developed iTrak, a modular software platform that integrates security, surveillance and risk management functions into a single enterprise application

BY PAMELA YOUNG

In 2002, some entrepreneurial Canadians with backgrounds in sales, marketing and product development at various large security companies decided to found a company of their own, with the aim of developing a modular software platform that could integrate a multitude of disparate systems used for various security, surveillance and risk management purposes into a single enterprise application. iView Systems, their Oakville, Ontario-based company, is now one of the leading security software solutions providers in the gaming

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sector in North America, and it is fast becoming a major player in the corporate, financial and government sectors, with clients such as Dow Jones and the U.S. General Services Administration.

Last fall AlliedBarton Security Services, one of the largest security personnel companies in the United States, announced that it had selected iView System's iTrak platform as its preferred investigations management system. And in June 2011, the business research and consulting firm Frost & Sullivan bestowed a product innovation award on iTrak. CFM&D spoke recently with iView Systems' vice president and co-founder James Moore about visitor management issues in corporate security and how the 'layered' approach that integrated software can pro-

vide greatly exceeds the functionality of the quaint, old-fashioned practice of requiring visitors to sign a logbook and clip on a badge.

"Honestly, I'll be the first to tell you I use the logbook all the time," Mr. Moore said, meaning that he'll use it to his own advantage if he's making a sales call on a client who hasn't adopted a more automated approach to visitor management. Scanning the previous entries sometimes reveals whether the client has already spoken with any of his competitors. He has also been known to demonstrate the inadequacies of a logbook system by using an alias. "Sometimes I'll sign is as Mickey Mouse, just to see if people are paying attention from a security perspective," he said. "A reception desk should be a secure entryway into the corporation, but in most cases it's not."

iView Systems' iPass visitor management system is available as a standalone product, or as a module within iTrak. On its own, it's an application that registers (and can pre-register) visitors, provides custom badging services and maintains a real-time and historical list of current and pending authorized visitors. The badge issued can be programmed so that it will not be accepted at security checkpoints after the expected duration of the visit, and it can also be coated with a material that changes colour from white to red after a certain number of hours, indicating visually that someone is on the premises with an expired badge. The iPass system automatically e-mails the visitor's company contact to indicate that the visitor has arrived, or that an expected visitor has failed to arrive.

Such a system on its own clearly offers a more secure approach to visitor management than having someone sign a logbook and issuing an 'analog' laminated plastic badge that the individual could easily walk off with and



iView Systems' iTrak incident reporting and risk management system handles multi-property, multi-departmental security, surveillance and risk management transactions. (Another product, iTrak Lite, performs the same range of functions for a single property.)



➤ *iGWatch, the facial recognition system module within iTrak, provides a biometric facial recognition search facility. When used in tandem with other modules, such as iLPR, the intelligent license plate recognition system, the iTrak system can alert security personnel to the fact that 'persons of interest' or VIPs are about to approach or have approached the reception desk.*

use at will for re-entry. But when it's part of a more comprehensive platform, layer upon layer of security is added to the mix. iView's iTrak, Mr. Moore explained, is essentially a platform that "correlates all the activities and events that are typically access control- or intrusion-based, but allows you to report on those events in a thorough and a very subject-centric and incident-centric way." When a visitor management system is part of an investigations management platform that also contains a license plate recognition system and a facial recognition system, some compelling synergies take shape.

Imagine for a moment that a fired employee who held a grudge against a company attempted to gain entry to its premises by posing as a contractor who had been hired to perform an onsite repair. His car's license plate number would already be on file if the company had a license plate recognition system in its security software platform, and an alert would be triggered onscreen to security personnel if a car with that license number drove onto the lot. If the company also had a facial recognition system in place, that would be another means of triggering an alert to security personnel before the individual gained access to the premises.

The flip side of keeping unwanted visitors out is ensuring that VIPs receive a proper welcome. Here again, license

plate and facial recognition software can play useful roles in visitor management. For iView's clients in the gaming industry, being able to identify high rollers who are accustomed to receiving special treatment is every bit as important as singling out known or suspected perpetrators of fraud. And for those who want to *stop* themselves from gambling, there is the option of voluntary self-exclusion. The Ontario Lottery and Gaming Corporation (OLG) uses iView's facial recognition software to capture images of those who have made a commitment to self-exclude, and their faces will trigger an alert in iTrak if they attempt to enter an OLG gaming site.

The challenges of corporate security today, Mr. Moore said, are very different today from those of 20 years ago. Back then, security systems were primarily about deterring or preventing access and there wasn't all that much data being collected. Now the technology is more sophisticated, and vast quantities of data are collected. At the same time, however, many organizations now have fewer security personnel on hand to monitor all this information. "Convergence is an old word but it sums up what we do," Mr. Moore said. "We correlate both the incident events and subject-centric information in a way that you can get at it any which way you want and make logical decisions from there." | **CFM&D**