



## TouchPoint Networks Educates SMBs on Surveillance & Security Breakthrough

### *SMBs Turn Surveillance Cameras into Data Hubs to Enhance Customer Experience*

PORTLAND, OR – March 2019

- TouchPoint Networks 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, TouchPoint Networks 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 Gary Gonzalez, President of TouchPoint Networks. “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,” Gonzalez 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 Gonzalez.

### **ABOUT TouchPoint Networks**

Gary Gonzalez and his business partner’s Chuck Whiteley and Tamara Gonzalez, are owners of TouchPoint Networks, a member of the Technology Assurance Group (TAG). TouchPoint has built a team of professional voice and data specialists dedicated to the highest levels of customer support. TouchPoint’s pattern of steady growth reflects their commitment to keeping pace with the constantly evolving telecommunications technology arena, and the dramatic expansion of the Pacific Northwest’s business market. With offices located along the I-5 Corridor in Portland, Eugene, and Medford, TouchPoint Networks is uniquely positioned to respond quickly and effectively to a wide range of customer equipment and service requirements. For more information on TouchPoint Networks, please visit [www.asktouchpoint.com](http://www.asktouchpoint.com).