



Sanford Gladding
President

ATS Communications Educates SMBs on Surveillance & Security Breakthrough

SMBs Turn Surveillance Cameras into Data Hubs to Enhance Customer Experience

CONCORD, CA – March 2019 - ATS Communications 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, ATS Communications 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 Sanford Gladding, President of ATS Communications. “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,” Gladding 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 Gladding.

ABOUT ATS COMMUNICATIONS

ATS is a technology solutions provider that partners with businesses to implement the latest enterprise networking and IT infrastructure, unified communications, cyber-security, business continuity, video

surveillance and cloud infrastructure. These products and services are delivered as a proactive managed service model providing peace of mind that all critical business systems meet expectations of high availability, security and optimization. With expertise on a wide range of voice and data products, ATS Communications is a business' complete voice and data partner. Their services match the needs of small and medium size enterprises with optimized technology that provide best practice solutions which creates a competitive advantage and makes a positive impact to the client's bottom line. With over 40 years of experience, ATS has gained an excellent reputation for designing, implementing and proactively supporting solutions that focus on converging voice and data applications and has been recognized for outstanding performance by several of the industry's top manufacturers. These credentials have allowed ATS to grow and partner with businesses throughout Northern California and across the United States. ATS has three California offices located in Concord, Sacramento and Redding. For more information, call their corporate office in Concord at (925) 602-1500 or visit www.teamats.com.