

## **CASE STUDY: ZICOM**

### **ZICOM'S ALERT COMMAND CENTRE MONITORING HELPS FOIL ROBBERY AT ATM OF A PUBLIC SECTOR BANK**

#### **ZICOM**

- **Founded: 1994**
- **Headquarters:** Mumbai
- **India's Leading security solutions provider**
- **Revenue:** Rs. 1108 cr( US \$ 173 Million)
- **Number of employees:** 500 +
- **Presence :** Pan India + 4 countries
- **Customers:** Approximately 2 million.

**Products:** CCTV Surveillance Systems, Alarm System, Fire Alarm System, Intruder Alarm System, Access Control System, Video Door Phone, Multi Apartment Video Door Phone, Fingerprint Locks.

#### **Services- Zicom SaaS**

- Footfall Monitoring(e-Count), Time & Attendance Monitoring(e-Attend), ATM Monitoring (e-Surveillance), Managed Alert as a Service (MAaaS), Alarm System Monitoring(e-Alert), School Bus Tracking (e-Track), Fire Alarm Monitoring (e-Sense)

#### **ATM NETWORK OF PUBLIC SECTOR BANK**

- Nearly 8000 ATMs
- 6300 Branches across 800 cities in 29 states .
- Serving 100 million customers
- Over a billion transactions per year
- More than Rs 500 billion cash withdrawals a year.

#### **Attempted Robbery**

On the wee hours of June 19, 2015 four thieves sneaked into the Badalwas Branch ATM Center of a Public Bank in Alwar, Rajasthan. Three had gone inside the ATM booth while the fourth one was guarding from outside and notifying his accomplices of the movement of people thereabouts. The three who were in began to dismantle the ATM. They struggled hard to break the machine and vamoose with whatever cash they could grab on. But the machine was so strong it did not give despite receiving hard knocks. Thanks to Zicom's robust Command Center all their nefarious attempts were vividly captured and the hooter began to blare warning them. Sensing danger they left the ATM Center in a hurry with their evil mission unfinished. That saved a lot of liquid cash inside ATM. ...2

## **Kudos**

The installation of Zicom's ATM security solutions in one of India's leading public sector banks has brought down its operational cost. "Thanks to Zicom's 24x7 security surveillance the robbery at our ATM Center at Badalwas branch in Alwar was prevented. We appreciate the monitoring team's promptness in alerting us as soon as there was a break-in. We are happy to associate ourselves with Zicom whose state-of-the-art security solution not only safeguards our assets inside our numerous ATM Centers but also helps in increasing our profitability," says a Senior Officer of this public sector bank at Alwar, Rajasthan.

The bank has also commended Zicom through an official letter.

## **Prevailing Lacunae**

With the proliferation of ATMs, the anti-social elements and thieves are also having a field day by making daring attempts into the remote premises of ATM and sometimes escaping with their booty unchallenged. These things happen due to poor security management. A solitary security guard or watchman is not equipped to handle armed thugs. Hence, technology's intervention is paramount for preventing ATM heists.

The present ATM security system in the country is devoid of a) remote monitoring alarms, b) daily check up of the systems, c) adequate networking capability, d) audit trails of alarms for cogent investigations and e) proper maintenance as per SLA. They render the system go

kaput at critical moments and result in excessive spending on security guards and increasing stress on Bank's Branch Managers, Security Heads and Custodians and thereby diverting their focus from prioritized activities.

## **CHALLENGES**

- Non availability of forensic evidence in ATM break-ins & robberies.
- Inadequate safety of customers
- High operational cost of ATM Management

## **SOLUTIONS**

- Deployment of e-surveillance Solution which includes
  - CCTV Surveillance System with two way Audio System
  - Energy Management System
  - Burglar Alarm System
- 24x7 Remote Monitoring of Health of the System.
- Remote Alarm Monitoring
- Instant Alerts & Dispatch of Quick Response Team(QRT)

## Results

- Drastic decline in ATM heist
- Real-time identification of a security breach.
- Emergency Response Management leading to zero delay time.
- E surveillance acts as an effective deterrent
- Increase in customer confidence
- 25% reduction in the Operational Cost for India's largest private sector Bank on ATM.
- Healthy bottom-line for bank

## Timely Initiative

In order to plug loopholes in the prevailing ATM security system Zicom SaaS Pvt. Ltd. – a subsidiary of Zicom Electronic Security Systems Ltd. has launched a unique service model to monitor ATMs 24x7 from a remote location through cameras and two-way voice systems. Any abnormality from the ATM Center is communicated in real time to Command Center which alerts the taskforce to control the situation within a matter of minutes.

This unprecedented model where a customer pays for services on RMR (Recurring Monthly Revenue) without having to own any systems. When an attempt is made to cover the camera installed inside the ATM, steal the cheque box, tamper with ATM machine, remove the air conditioner or decamp even with a dust bin an alarm goes off at Zicom Command Centre and the Quick Response Team (QRT) immediately swings into action. The QRT is quickly mobilized as first responders and depending on the alert, Emergency Management is initiated in terms of calling the police, ambulance, or the fire brigade.

## Unique Model

Under SaaS model Zicom invests in equipment, technology and manpower. The customer-in this case, a bank- pays only a monthly service fee for the service. **“Generally, it is the bank which makes the whole investment as the ATM is its property. However, this particular model entails a lot of savings for the bank in terms of capital expenditure and operational costs,”** says Mr. Pramoud Rao, Founder and Managing Director, Zicom Electronic Security Systems Ltd.

This integration of services under e-Surveillance which help in preventing ATM thefts and robberies was launched by Zicom in October 2012. This innovative solution is based on GSM technology. Following the horrifying ATM incident in Bangalore in November 2013, the government decreed it mandatory for all banks to have a security guard round-the- clock outside the ATM Center to provide safety for its users. ...4

Consequently, many ATMs were shut down due to financial reasons. With Zicom's ATM services, the banks can now reduce the cost and at the same time provide adequate security cover for the ATM users.

**Best ATM Solutions**

- The SaaS Model OF Zicom for ATM Security has number of beneficial features for the customers.
- No CAPEX involved\*
- No installation and maintenance costs
- No AMC costs.
- 24x7 remote monitoring for alarms and video surveillance
- Dedicated quick response team(QRT) moving around on motorbikes frequently monitoring the condition of ATMs
- Pan India customer support presence (1023 locations)
- Readily deployable task force.
- State- of- the- art Command Center kept in a standby mode.

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