

Wireless CCTV secures job sites and aids law enforcement with the power of AT&T connectivity



Business needs

A reliable way to power video surveillance cameras, often in remote locations

Networking solution

AT&T Global SIM cards deliver the bandwidth WCCTV needs to help clients protect their valuable assets

Business value

Enhanced reliability and security

Industry focus

Mobile video surveillance

Size

13 offices in the United Kingdom and the United States

About WCCTV

Wireless CCTV, LLC is the nation's leading supplier of mobile video surveillance cameras backed by a fully managed service. Its portable, cellular-based units are specifically designed for temporary security or targeted surveillance applications. The company's product range includes rapid deployment pole cameras and mobile solar surveillance trailers typically utilized by law enforcement and government agencies to target high crime areas or provide temporary security at construction sites, parking lots, or vacant properties.

The situation

Delivering video surveillance as a service wrap-around requires reliable bandwidth and a ready supply of SIM cards. WCCTV needed solid, end-to-end connectivity from a nationwide provider with ample supplies to help enable the mobile video surveillance its clients require.

Solution

AT&T Global SIM cards provide connectivity for mobile surveillance cameras that help protect clients' valuable properties and assist law enforcement officers.

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**Daniel del Soldato, Head of Marketing
Wireless CCTV, LLC**

A new approach to security

Every year, millions of dollars worth of equipment and supplies are stolen from unsecured construction sites. Wireless CCTV, LLC (WCCTV) provides a flexible, convenient, and cost-effective approach to protecting construction sites and other venues using the highest-quality specialty equipment. The company designs and manufactures wireless closed-circuit surveillance units that transmit live and recorded video via cellular networks. These units can have solar powering options, allowing them to operate regardless of power or internet availability.

Daniel del Soldato, WCCTV Head of Marketing, said the company has developed a technology platform to turn any surveillance camera into a cellular-connected device. “We were founded in the U.K. in 2001 and were the first to market with this solution. We had a police client looking to achieve video surveillance in an area where no internet connectivity or wiring was possible,” he said.

A telecommunications firm and a closed-circuit TV company started WCCTV. “Its products are specifically designed for temporary security or targeted surveillance applications that provide immediate security for a construction site or other property without the need for any complex installation process or upfront cost, without affecting the company's power and internet infrastructure,” he said.

New answers to security challenges

WCCTV provides comprehensive video surveillance as a service wrap-around with all its products. This service includes equipment installation, connectivity, remote video monitoring, technical support, and free viewing software for desktops and/or mobile apps. Different environments and security challenges demand different solutions. WCCTV has developed a complete range of mobile surveillance units to meet all requirements.

The company has been so successful that it expanded to the United States. “We have over 250 employees across eight offices in the U.K. and five in the U.S.,” he said. The American operations initially focused on the direct sale of hardware to government and law enforcement agencies, but the company soon diversified and began leasing the equipment and providing monitoring services, ongoing maintenance, and support.

The new model has enabled rapid growth. “We have gone from two U.S. employees only four years ago to 67 right now, and we're forecasting 108 employees in the U.S. within the next 12 months, so it's moving quickly,” Del Soldato said.

Sophisticated analytics simplify response

The company has targeted verticals like construction because the requirements match WCCTV's capabilities. “Sites are often lacking in power and reliable internet connectivity. We have an autonomous security solution that operates completely on solar power and completely free of cables in terms of video delivery,” he said.

The solution removes the need for guards at construction sites and eliminates middle-of-the-night phone calls to property managers. Video analytics built into the cameras will trigger an alert when a perimeter is breached. “Once it's verified as an intruder and not a dog or a piece of cardboard blowing by, an alert is sent to a remote operating center where a live person can dial into our cameras remotely using cellular connectivity and verify that it is a threat,” Del Soldato said.

Depending on each client's preference, WCCTV will alert a private security team or dispatch local police to physically respond to the site. “The police team will respond because they know this is a verified threat. We have the evidence that they need to dispatch officers, knowing there's a crime in progress,” he said.

The system can also use built-in flashing blue lights, sirens, and voice functionality to frighten off intruders. “The person who's broken into the site can be immediately alerted that we see them and know they're up to no good and need to get off the site,” he said.

The site manager soon receives a full incident report, including video clips. “That way, they have the full story, but they weren't awakened at two o'clock in the morning. They know somebody is taking care of it for them, and they can have an undisturbed night's sleep.”

Drop-and-go surveillance

Clients appreciate that onsite infrastructure is not needed to support the WCCTV surveillance solution, especially because their needs are temporary. “Construction projects will last typically 12 to 24 months, so they won't want to invest in any kind of system that they have to purchase,” Del Soldato said. “We offer a drop-and-go surveillance solution that's ready when they're ready, and we can just come and collect it and take it away once their project is at its conclusion.”

The model also enables clients to scale easily as their needs change. “They might have a couple of months at the start of a project where they've just got land, and there's not that much to protect. When there's more activity and more materials on site, there is much more to protect, so they can scale as many camera systems as needed,” he said. At the end of the project, it's easy to scale down again.

Some clients, including many government and law enforcement organizations, prefer to purchase surveillance systems because they often have more permanent needs. WCCTV recently diversified to meet the needs of governments and other clients, such as parking facilities that need permanent systems with a new sub-brand, LotGuard.

In search of reliability

Connectivity is vital to WCCTV, but when the company started its U.S. operations, it had difficulty ensuring a reliable connection. “What we do is cellular-based, so we have had several challenges ensuring we have the right cellular solution in place,” Del Soldato said.

“A few years ago, being new in this country, we didn't quite have the clarity of who we should use as our connectivity providers,” he said. “And we also didn't anticipate that we would grow so quickly.”

WCCTV's initial providers were unable to meet the growing company's needs. “We had challenges in getting SIM cards from our previous suppliers. Our demand outstripped their supply,” he said. “And one of the things that's been beneficial about working with AT&T is that we're able to meet the demand as far as connectivity goes. We still have other supply chain challenges that we have to deal with because that growth is still there, but now we're always in control of the supply chain and making sure we've got readily available SIM cards and connectivity.”

Savings, visibility, and expertise

Working with AT&T has also generated cost savings. “We've essentially cut out the middleman in terms of the previous reseller relationship. It's been incredibly cost-effective. Having the direct one-to-one relationship with AT&T has helped enable us to manage our budget.”

The company also appreciates the ease and usefulness of the AT&T Control Center for ordering. “The AT&T portal allows us to manage our SIM cards. Having that visibility over data usage, provision, and allocation of connectivity has been handy. For the first time, we have visibility of what's going on out there,” Del Soldato said.

Another unforeseen benefit has been the assistance AT&T provided in getting the WCCTV devices approved. While the U.K. doesn't mandate it, the U.S. requires devices that emit radio frequency energy to be certified by the FCC before being sold. “AT&T has been a key part of helping us get the certification,” Del Soldato said.



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Wireless CCTV, LLC**

Maximized uptime for clients

Data integrity is another reason WCCTV chose to work with AT&T. “We are looking after quite a number of critical infrastructure locations on behalf of government agencies and ensuring that live streams and the recorded video footage we capture is kept in a secure manner. Security is essential,” he said. “We have a number of protective measures in place, but the security we’ve had with AT&T has not been an issue.”

He is also pleased with the dependability of the AT&T solution. “Clients trust us to protect their property, and the last thing we need is downtime, with the cameras not functioning in real-time. We are all about proactivity and stopping crime before it becomes a problem for somebody. So, maximizing the uptime for clients, being confident that our cameras are connected, and delivering live video is critical. And the AT&T platform has been a huge part of that.”

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Del Soldato considers AT&T’s ability to keep WCCTV supplied with connectivity a must for the company’s continued success. “Having the availability we need means that nobody’s getting in our way in terms of facilitating growth. We had challenges with our previous supplier when we needed it most,” he said. “We feel as though we can do that with the relationship we have with AT&T, whereas previously, we didn’t know if we were going to be able to fulfill orders. That has been the standout benefit.”

He also cited the helpfulness of his AT&T account team. “The personal care and relationship is not something we’ve necessarily had anywhere else previously. It seems like AT&T truly wants to work with us and understand what we do as a business. Having a relationship and a vendor like that is invaluable.”

A huge platform for growth

Not content to rest on its laurels, WCCTV recently introduced STELLIFII, a powerful new platform that supersedes its existing Internet of Video Things (IoVT) technology. “This future-proofs our devices for the next 10 to 15 years in terms of harnessing the best of all IoVT technologies,” he said. The cloud-based platform will deliver much more analytical data than the current video stream, delivering information on carbon emissions, noise levels, local weather, and much more.

The STELLIFII platform has just gone live in the U.K. and will soon be launched in the U.S. “Knowing that we’ve got this scalable solution that people can customize to their particular needs and requirements and evolve beyond traditional surveillance gives this company a huge platform for growth,” he said.

Del Soldato said he would not hesitate to recommend AT&T. “If you are a business that’s looking to grow and you want to take some of the obstacles out of your way, AT&T is the company that you need to fuel your growth. It’s a vendor that will work hand-in-hand with you to help you achieve your ambitions.”

