



Buyer's guide

AVIGILON™

Business security and
commercial security
camera systems



MOTOROLA SOLUTIONS

What are business security cameras?

Today, it is commonplace to find businesses and facilities using a commercial security camera system to enhance safety and protect their staff, assets and buildings.

A commercial security camera system, or a business surveillance system, is a system of security cameras, video recorders and software that enables security teams to view, capture and analyze video.

These building security camera systems can operate 24/7 and provide security operators with enhanced situational awareness they otherwise would not have. The video footage captured by the business security cameras is transmitted to a central station where the security team can monitor it in real time or view recorded footage.

There are many reasons for the adoption of commercial security camera systems, often referred to as commercial surveillance systems, business surveillance systems and CCTV systems for business.



The evolution of business security camera systems

Business security camera systems have come a long way since the infancy of CCTV systems, which were first available in 1942. Back then, they were known as CCTV surveillance systems, sometimes referred to as closed-circuit camera systems. A CCTV system for business included analog commercial CCTV cameras, which would provide a video feed to specific viewing stations via cables.

Giant strides have since been made in the advancement of video security systems for business. The introduction of commercial wireless security cameras, also known as IP or [cloud IP cameras](#), and cloud-based technologies has revolutionized traditional commercial video security systems for business. This means that video security camera technology has evolved over the years and has become more accessible for small businesses, large corporations and other commercial uses, like large venues and [stadium security](#).

Why commercial security camera systems are important

Commercial security camera systems are now a need-to-have rather than a nice-to-have. They are a crucial element of an effective security plan and provide security operators with the bigger picture of what is taking place on their site or across multiple locations.

Similar to the use of video security systems and [cameras in schools](#) and government facilities, commercial camera systems play a key role in helping security teams identify potential threats or incidents. Once a threat or incident is seen by the security team via the camera systems for business, they can respond quickly and stop the event from becoming critical.

The speed of the security team's response can be further improved with the aid of video analytics that automatically alerts the operator to potential incidents captured on the commercial security camera system.

According to the [University of North Carolina](#), the display and use of business security cameras help to deter 60% of burglaries. This finding reaffirms the need for a commercial video security system to stop these incidents from happening and/or capture evidentiary footage of such events.





Components of commercial video security systems

Commercial security camera systems are composed of three pieces of technology: security cameras for business, video recorders and commercial video security system software.

Camera systems for business

Security cameras help capture the scene of a monitored space. These cameras are the eyes of a business security team, helping them gain awareness of the site. The footage captured is recorded by the commercial video security cameras and then saved in a storage system. A business security camera system may also offer on-device storage for certain cameras as a fail-safe for short-term recovery in the event of network outages.

Commercial video security system storage

Commercial video security storage systems, also known as video recorder systems or CCTV storage systems for business, store the video footage captured by business security cameras. There are three different types available: network video recorders (NVR), digital video recorders (DVR) and hybrid storage systems.

Commercial video security system software

Commercial video security system software, also referred to as a video management system or video management software, allows your security team to view real-time and historical video captured by the security cameras. The software also enables your team to manage the entire commercial security camera system from one interface. This includes being alerted to potential incidents, managing user access, checking image health reports and more.





Business security cameras: Types and use cases

Wired vs. wireless security cameras for business

Security cameras for business come in many shapes and sizes and possess different features depending on the security camera companies offering these solutions. First and foremost, it is important to outline the types of commercial security camera systems.

There are two types of camera systems for business. The first and more traditional option is wired commercial CCTV systems. This system connects analog security cameras to monitors and video recorders using cables that power the cameras and transmit captured footage.

The second, more modern solution, is the wireless security camera system. This security camera system transmits footage over an Internet connection to a video security system operator. While most wireless IP security cameras are normally connected to a power supply, some solutions can be run on standard batteries.

Wired security camera systems for business

Benefit: As the business security cameras are connected to the power supply, video recorders and viewing stations by cables and wires, businesses can be reassured that their security cameras will reliably provide coverage as long as the power is on. This makes wired security cameras a good choice for businesses of any size.

Benefit: More security cameras can be installed within a wired CCTV system for business. This makes a wired business CCTV system a viable option for companies who are planning to carry out a large commercial CCTV system deployment.

Drawback: These wired commercial CCTV cameras can be costly to install. The additional wiring and cabling required can significantly increase the outlay for a large commercial CCTV system deployment.

Wireless security camera systems for business

Benefit: With the installation of wireless security cameras, security teams gain increased situational awareness of the site from anywhere in the world.

Benefit: IP commercial cameras usually possess more advanced features compared to wired analog business security cameras. From enhanced camera control to AI-powered analytic capabilities, a wireless IP camera can make the job of the security team easier with better coverage and incident alerts.

Drawback: The effectiveness of a wireless building security camera system depends upon the reliability of the Internet connection. The security team may lose their camera feeds during periods of an unreliable or weak internet connection, which could hamper any monitoring activities and potentially put the business at risk of incidents taking place without the team's knowledge.



The best commercial security cameras for various scenarios

Although there are numerous business security camera types, these are the main three types commonly seen utilized within office buildings, retail stores, hospitals and more.



Dome and bullet commercial security cameras

These security cameras for business are commonly mounted to the ceiling or a wall and are positioned to capture the scene of a particular area. Both cameras can be installed for use indoors or outdoors and are ideal for small to medium-sized spaces. These commercial indoor and outdoor security cameras are often weatherproof to withstand the elements and capture high-quality footage with zoom and low-light capabilities.



Fisheye business security cameras

Ideal for monitoring indoor spaces such as lobby areas, hallways and rooms, fisheye business security cameras provide 360-degree coverage from a single vantage point. The fisheye camera is known for being unobtrusive, so many customer-facing businesses prefer this camera.



Pan-tilt-zoom (PTZ) business security cameras

With built-in zoom capabilities, this camera type can be controlled to move in any direction, helping increase situational awareness for large indoor and outdoor areas. PTZ commercial outdoor security cameras provide wide-area coverage, for example, in parking lots. Built to withstand tough weather conditions, PTZ cameras provide reliable choices for parking lot security cameras.





Video management systems (VMS)

A VMS is a crucial component of commercial video security systems. It enables security teams to view live and recorded footage as well as manage the overall building security camera system.

When choosing security cameras for your business, it is important to consider that the VMS integrates fully with your business security cameras. This helps to ensure that all the components within your business security system work seamlessly together to provide your security team with the tools they need to enhance safety and security.

The day-to-day duties of security teams can become overwhelming at times, so it is essential that the VMS is easy to use and provides a user experience that even novice operators can be comfortable with.

Multiple security camera companies now provide a VMS that offers more functionality and features in keeping with the advancements made in video security. These include AI-powered video analytics, integration capabilities with third-party cameras and cloud processing. These advancements help security teams manage the safety of their facilities and expedite incident response times.

Commercial security camera systems: On-premise vs. cloud

Whether your business chooses to manage the commercial security camera system in the cloud or on-premise, there are some key things you need to be aware of.

For on-premise commercial security camera systems, the solution will need to be managed by the on-site security team. This includes maintaining the commercial video security system's hardware as well as carrying out any software updates. On-premise solutions also result in a large upfront investment when installing the commercial security camera system.

With a cloud-hosted camera system for business, one of the key benefits is that the building security system can be managed from anywhere, anytime. A cloud-hosted solution scales easily, allowing you to add users without upfront costs. However, for optimal performance, cloud video security systems require a strong internet connection, which may be a challenge in areas with limited bandwidth.



Benefits of commercial camera systems

Depending on the industry your business operates in, your requirements and reasons for procuring a business security system will differ. So, what are the requirements for your business, and why do you need to install a commercial video security system?

Violence reduction

For commercial business sites such as retail stores, casinos and company office buildings, commercial security camera systems are a necessity. For many sites, business security camera systems can help enhance safety and help reduce criminal activities.

In 2022, the [American Hospital Association](#) reported that healthcare workers suffer more workplace injuries from violence than any other profession. Since the pandemic, there has been a significant rise in violence against hospital staff, with 44% of nurses reporting an increase in physical violence and 68% reporting an increase in verbal abuse. An effective commercial video security system could help to safeguard these employees by providing a visual deterrent to abusers in the form of cameras.

Theft prevention

Video security systems can also help prevent theft. According to the [University of Florida National Retail Security Survey](#), small businesses lose between \$25,000 to \$33,000 every minute to shoplifters. However, it's not only small businesses at risk.

Retail stores and office buildings need to take steps to reduce theft, whether from the public or employees. The [presence of security cameras](#) alone can discourage theft and other illegal activities. Should theft occur, the video security system can record the incident in real-time, store the footage and share it with authorities.

Operational efficiency

Aside from the safety and security reasons for installing commercial security camera systems, there is another key motivation—to improve operational efficiency. For many retail outlets, warehouses and manufacturing facilities, it's important to optimize workflows.

Whether it is using business security cameras to highlight potential machinery malfunctions or identify inefficiencies, business security systems help to ensure productivity is high and the business can continue to operate without a hitch.

Operational visibility

For oil and gas sites, utility businesses and ports, commercial video security systems go beyond enhancing safety and security. They act as an extra pair of eyes in hazardous locations, identifying opportunities for increased operational efficiency, alerting security teams to malfunctioning equipment at substations and helping port staff address shipping incidents by reviewing recorded footage.





How do commercial security camera systems differ?

The larger the facility, the more spaces that require video security. This means more security cameras, more video recorders and on-prem storage appliances or [cloud storage space](#).

Examples of these vast business security systems can be found within shopping malls, hotels and transportation hubs, such as airports and train stations. A significant number of business security cameras will be required to monitor spaces both open to the public and employees only.

The security team will require more features and capabilities from their video security system, including video analytics, IR and enhanced VMS user management. All of these features will enable security operators to increase situational awareness, proactively respond to incidents and seamlessly add new users to the video security system.

For small facilities, such as corner retail stores, bank branches or even small offices, the size of the commercial CCTV system is much smaller. With fewer spaces that require video monitoring, these smaller facilities do not need to install a vast CCTV system for business.

However, this doesn't mean these video security systems lack advanced features. Video analytics can still alert security operators to incidents. IR capabilities built into video security allow teams to see what's happening across the site.





Key considerations when buying a business video security system

What will you use it for?

Do you plan to use your commercial video security system to improve safety and security at your facility? Do you intend to use the business security cameras to increase operational efficiency and detect any issues with machinery? Security camera companies will ask you these questions to determine the best business security camera systems for you.

Features required for the business security cameras

Does your commercial video security system require features such as video analytics, IR capabilities in low light, a wide field-of-view or resistance to weather and tampering attempts? The answer to this will determine the best commercial security cameras for your business.

Installation

If you're planning to install a large commercial video security system, it is recommended that you hire a professional to ensure the solution is set up properly.

Video storage

Depending on the number of cameras you install around your facility and how long your cameras will operate, you will need to work with your system provider to calculate the video storage that you will require, either on-premise or in the cloud.

Integration capabilities

Does your site already have an access control system or an alarm solution installed? Although not a necessity, it is beneficial to have the possibility to integrate cameras and sensors with your VMS to improve decision-making and incident response times.

Budget

This, of course, could be the major deciding factor when procuring a video security system for your business. Does your budget extend to your being able to purchase the security cameras, video storage and VMS you require? Does it allow you to spend a little bit more to get the best business security camera systems with AI-powered video analytics and other features?





Commercial security camera systems case studies

Find out how enterprises utilize Avigilon's physical security solutions to address their most pressing safety and security challenges.

Achieving peace of mind for Superdry

High-volume foot traffic comes with risks for any establishment – and minimizing these risks is Superdry's top priority. The retailer turned to Avigilon Alta to enhance store security, reduce theft and detect threats across their sites. The result? Safer stores for all. Now, the company can focus on its goal of becoming the number one sustainable style destination with peace of mind, knowing that its people, property and assets are safe.

From fantastic image quality to unmatched customer support, learn how Avigilon Alta exceeded expectations and helped Superdry achieve wider coverage and lower operational costs.

[Read case study](#)

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We chose the Avigilon Alta cloud-based solution because the technology is open, flexible and scalable. We could integrate our existing video security cameras to the new system and can easily add more cameras as we expand, which made Avigilon the right choice for us today and in the future.

– Richard Smith, Profit Protection Manager at Superdry





Building a strong foundation of security for Olav Thon

As Olav Thon Group expanded its real estate operations, its outdated video systems struggled to meet security needs. To resolve this, the Group turned to Avigilon Alta's cloud-based platform. With AI-powered video analytics, they reduced false alarms, improved incident response speed and enhanced safety across parking lots and shopping centers. Real-time insights delivered by the Avigilon Alta platform helped optimize foot traffic and improve operational efficiency.

By streamlining security and reducing costs, Avigilon Alta equipped Olav Thon Group with a future-ready solution that adapts as they grow. Read how the Olav Thon Group used Avigilon Alta to protect their facilities and enhance customer experience.

[Read case study](#)



Improving security Independent Express Cargo Ltd.

With 180,000 sq. ft. of warehouse space and over 300 vehicles visiting daily, Independent Express Cargo Ltd. needed an efficient way to secure its site. By implementing Avigilon's AI-powered H4 Pro cameras and Unity Video platform, Independent Express Cargo Ltd. streamlined video security and enhanced situational awareness. The system's video analytics allow the team to quickly detect, verify and act on incidents, helping prevent asset loss and maintain smooth operations.

Learn how centralizing video security enabled Independent Express Cargo Ltd. to streamline operations and improve safety.

[Read case study](#)



Avigilon commercial security camera systems

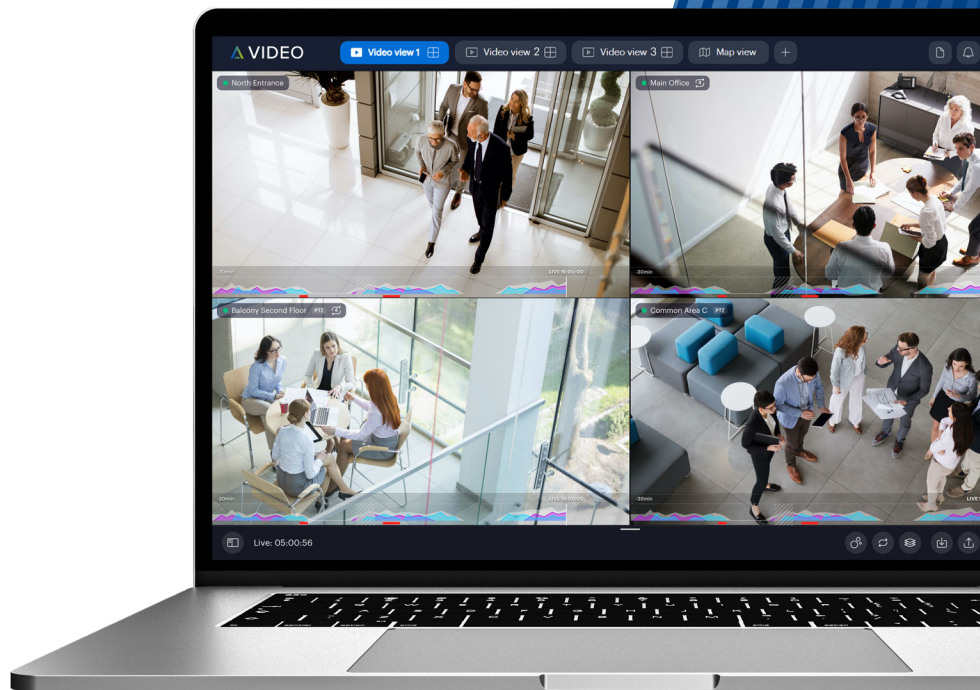
Avigilon and Motorola Solutions' connected ecosystem provides real-time insights and actionable intelligence, helping you detect, analyze, communicate, and manage security events. Below are some examples of Avigilon's latest video security solutions designed to support your security needs.

Avigilon Alta Video

Alta Video is a cloud-native, serverless VMS that enables seamless, remote viewing and management of distributed sites. Alta Video leverages intelligent AI analytics to improve on-site situational awareness and alerting.

In addition to alerting on important security events, Alta Video can also provide real-time visibility into occupancy levels across facilities. Leveraging occupancy data gathered from AI-powered cameras and integrated IoT occupancy tracking sensors can provide teams with insight into the flow of people and vehicles moving through facilities.

The system can be programmed to instantly warn teams of potential dangers, including bottlenecks, overcrowding and tailgating incidents, with data collected over time that can be used to inform wider security and building management decisions. For example, by identifying hotspots for suspicious activity that may require additional security measures.



[Explore Avigilon Alta Video](#)





Alta H5A Multisensor Cloud Camera

The Alta H5A Multisensor Cloud Camera has three or four independent sensors, providing wide-angle visibility in one device without losing details. With options for 180, 270 or 360-degree views, it's ideal for capturing clear footage of intersections, parking lots or large areas. It uses AI-powered analytics on each sensor to detect abnormal behavior in real-time, issue custom alerts and accelerate investigations. The camera is easy to install with a single cable and works seamlessly with the cloud-native Alta Video, helping you stay informed and respond quickly. Built to withstand tough environments, the H5A offers dependable performance, no matter the conditions.

[See the camera](#)



Alta H6SL Dome Cloud Camera

The Alta H6SL Dome Cloud Camera combines high performance with versatility, making it easy to deploy in both indoor and outdoor settings. With up to 5MP resolution, it delivers sharp, clear images in any lighting condition. Its cloud-native design with built-in AI analytics integrates seamlessly with Alta Aware, providing real-time alerts for faster response. The modular, plug-and-play setup and flexible mounting options ensure a quick installation, while its rugged construction withstands impacts and harsh weather for reliable performance across various environments.

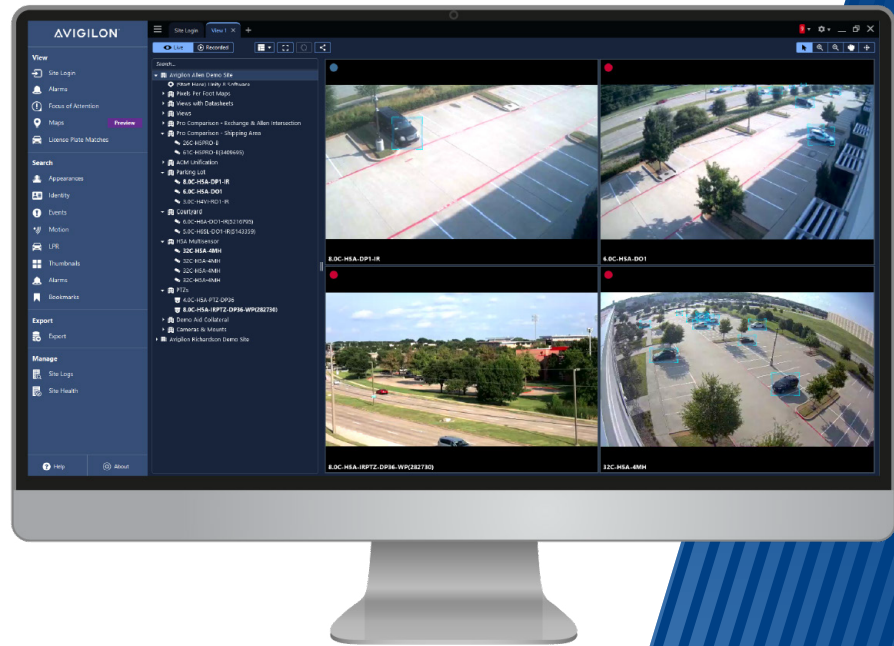
[See the camera](#)



Avigilon Unity Video

IP security cameras can be linked to Avigilon Unity Video, an on-premise video management solution featuring intuitive cloud-management capabilities. With Unity Video in operation, security teams can detect critical events, locate persons and vehicles of interest, and identify suspicious activity from a single platform supported by real-time AI technology.

Cameras such as fisheyes, multisensors, domes, bullets and PTZs can be strategically installed to continuously monitor key locations in search of specific behavior associated with security threats. Security staff can view live alerts on secure mobile devices, enabling teams to plan appropriate responses as well as perform routine security patrols informed by accurate and reliable information.



[Explore Avigilon Unity Video](#)

Avigilon Unity H6A PTZ

The Avigilon Unity H6A PTZ Camera delivers advanced situational awareness with AI-powered analytics, enabling you to proactively identify critical events across large areas. With 360-degree views and up to 30x zoom, it captures fast-moving objects in detail, even in low light. Auto-tracking features allow the camera to follow people or vehicles of interest without operator intervention, freeing up time for other tasks. Built for indoors and outdoors, the H6A PTZ is also impact, weather and corrosion-resistant.

[See the camera](#)





Avigilon Unity H6X Dome Camera

The Avigilon Unity H6X Dome Camera combines flexibility and privacy compliance with high-performance video analytics, making it ideal for a wide range of deployments. With up to 8MP resolution and optional IR illumination, it delivers clear footage even in low light or challenging conditions. Designed without a built-in microphone to preserve people's privacy, it still offers advanced AI-powered video analytics to flag critical events like unusual crowds or suspicious activity.

[See the camera](#)



Avigilon Unity H5A Dual Head Camera

The Avigilon Unity H5A Dual Head Camera brings bidirectional views to eliminate blind spots in stairwells, hallways, covered walkways and corner intersections, making it a perfect security solution for businesses and commercial buildings. Featuring a vandal and weatherproof design, the H5A Dual Head can secure both indoor and outdoor areas and deliver crystal clear footage of up to 10MP total resolution. Built-in video analytics deliver real-time notifications of potentially critical events for proactive protection.

[See the camera](#)



Additional resources

[Different types of CCTV cameras](#)

[Guide to retail store security cameras](#)

[Guide to hotel security camera systems](#)

[Guide to casino security cameras](#)

[Warehouse security cameras guide](#)

[Apartment building security camera systems](#)

Physical security is changing fast. To stay ahead of new safety and security challenges, organizations need scalable security solutions that enable them to detect and respond to incidents in real time. Avigilon offers intelligent products and technologies that integrate to form a connected safety and security ecosystem that helps you make faster, more informed decisions and close the response gap.

