

# Maximizing the ROI of your IP security system

5 steps to  
capture  
value

“ The ROI  
arrived at  
more than  
**2700%** ”



#### 1. Which values are important to you?

Map your challenges and possibilities. Speak to peers, investigate case stories, and challenge vendors.



#### 2. Look at direct value

What is the value created from better loss prevention, decreased theft, minimized vandalism or prevention of burglaries?



#### 3. Look at indirect value

Will your legal expenses decrease? Can you re-negotiate insurance costs? Will your costs for service disruption fees decrease?



#### 4. Look at value created in new areas

Will you improve revenue in your retail stores? Will traffic systems increase your income from parking fees?



#### 5. Look at “soft” values

Will your retail system improve the customer experience?  
Will your school system decrease bullying? Will your city solution reduce congestion and improve citizens' daily life?

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“ The system  
**paid for  
itself** during the second  
year of operation. ”

