



Parker Data & Voice Educates SMBs on Surveillance & Security Breakthrough

*SMBs Turn Surveillance Cameras into
Data Hubs to Enhance Customer
Experience*

HUNTSVILLE, TX – May 26, 2023 - Parker Data & Voice 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, Parker Data & Voice 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 Bill Parker, President of Parker Data & Voice. “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,” Parker 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 Parker.

ABOUT PARKER DATA & VOICE

Parker Data & Voice, LLC provides managed cloud, hosted server and on-premise IT, data and unified communications solutions to small & medium sized businesses. A leader in SMB cloud hosting and among the top 10% of Microsoft Small Business Partners who provide hosted Azure services, the company is uniquely positioned as experts in taking customers to the cloud. The company’s mission is to “Deliver business technology solutions that help our clients improve business process efficiency, profitability and competitive advantage in the marketplace.” The company offers comprehensive service 24 hours a day, 7 days a week and emergency service guaranteed within 2 hours.

For more information on Parker Data & Voice, LLC, call (281) 783-4220 or visit www.parkerdatavoice.com.