



Who is sirrus?

sirrus specialises in the design and implementation of **Networked Vision** and **Remote Vision** systems for use in business management applications in a wide range of industries.

The delivery of CCTV video images over data networks using video-over-IP techniques allow the delivery of images anywhere you need them, through a local-area-network (LAN) or wide-area-network (WAN).

Remote Vision is the term sirrus uses for the viewing of pictures from video cameras over short or long distances, over data networks, communication links, or the Internet. This technique can bring images from cameras the other side of a continent, as easily as from the far end of a building - allowing you to see from your desk, your premises, stock, production lines, store layout or whatever aspect of your business is helpful to you.

Unusually for a UK company, sirrus' technology has been adopted initially by organisations in the USA. The deployment in the USA is providing a unique traffic monitoring and viewing system for the emergency authorities and the public. sirrus' directors wanted to know if such a system could be deployed here in the UK and if so what were the likely opportunities or barriers, what size might the business be, and how could sirrus enter that market. The sirrus team was fully employed running and growing the existing business and therefore made the decision to initiate a three month project to find the answers to those questions and take an appropriate recommendation to the board.

External resource was needed to carry out this project.

How did we help?

pharos technology was employed by sirrus to undertake this evaluation, to answer those questions, and to make a recommendation to the board on the way forward.

The project began with a session to understand the technology, the system as deployed in the USA, the benefits, the limitations, and the financial elements of the system as used in the States. The installation in Washington was the only system showing the Pentagon and available to the authorities in the immediate aftermath of 9/11 and so received much good publicity.

Market research followed and was then swiftly carried forward into visits to traffic management consultancies, local authorities, Government departments, police specialists, networking organisations, and other related entities. During the course of this initial work it became clear that the UK has a very large installed base of CCTV systems, but that they are owned and operated through complex interactions between numerous authorities.

Analysis of the economics, the "politics" of such proposals, and the timelines for creating a business utilising the installed camera base were also followed up.

The final stage of the programme then drew together the various strands of the research, the opinions expressed by people

visited, and the political considerations prevalent in this field. A final report was then presented to the board at sirrus with firm recommendations and conclusions.

After some discussion at that level the report was accepted and acted upon.

Mike Holt, Chairman of sirrus said, "We used pharos to ensure that this project could be done. We were busy with other projects and we had limited resources so it made sense to use pharos' business expertise to evaluate this opportunity and to help us with our decision making process. The conclusions helped the board decide on options available to us."



Typical display from the traffic management system