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What are the benefits of installing a DVR system?

1. Employee theft

There is no other form of larceny that annually costs American citizens more money than Employee Theft. The total annual Employee Theft cost to American businesses is more than 15 billion dollars (out of total shrinkage of more than 33 billion dollars)! 97 percent of Employee Theft is never detected. In 2003, the average dollar loss per Employee Theft was \$1,341.00 while the average shoplifting incident was \$207.18

We have been told endless stories of how the “least suspected” employee in a particular business has later been caught with their hand in the till. Fortunately, employers with digital surveillance are quite often able to catch the wayward employee(s), or better yet, prevent the Employee Theft from taking place in the first place.

Two Reasons Why Employees Steal:

- ✧ Need. The employee who either voluntarily (controllable) or involuntarily (uncontrollable) creates a personal financial crisis. Uncontrollable needs may stem from a divorce, loss of a spouse’s job, investment losses, drug abuse, unanticipated expenses and medical costs. Controllable needs include extravagant habits, revenge, gambling, boredom/excitement, spousal pressure and over-extension of finances. The important thing to know here is that needs change over time. A particular employee may go for years without ever taking a dime from their employer. However, due to an unexpected change of events (like divorce or a drug habit), that employee's needs have now changed.

- ✧ Opportunity. Having the need to steal is not enough. Employees must also have the opportunity. There are employees who steal for no other reason other than the fact that they feel it is impossible to get caught. Others feel that employees don’t mind if “a little theft” goes on here and there. Quite often this realization sets in after an honest mistake is made of one sort or another and the employee realizes that nobody noticed it. Still others steal because they feel Employee Theft is a victimless crime. In other words, the owner has so much money that he or she (or the Corporation) will never miss it. Again, in order for Employee Theft to take place, there must be both a need and an opportunity.

How can Digital Surveillance eliminate (or greatly reduce) Employee Theft?

The answer is simple. Ask yourself this question. If you were able to stand next to each of your employees for an entire day and observe everything they did....

1. Would they steal from you?
2. Would they give away items to friends and family?
3. Would they “forget” to pay for things like beer, cigarettes and food for themselves?

Of Course Not! This is what digital surveillance cameras do. They simply duplicate your presence in the business, therefore taking the opportunity for the employee to steal away. At any given time, the employee knows they may be being watched. How do they know this? Because the employer who has the ability to view remotely (via the Internet) and is able to create an atmosphere (using only Positive reinforcement techniques) where the employees feel that they may be being watched at any given time (either live or through reviewed video), will experience a dramatic reduction in Employee Theft. Does this mean employers must spend a lot of time watching their business from home?

Absolutely Not! In fact, just a few random phone calls each week (remember, reporting only positive activity) can create an atmosphere where employees feel they may be being watched.

You have then successfully removed the Opportunity for Employee Theft.

2. False Liability Claims

The Insurance Information Institute estimates that insurance fraud cost businesses \$24 billion annually.

Quite often, it’s easier to just pay the claimants and have them go away, rather than to invest all the necessary time and money necessary to defend these suits in court, with no guarantee of favorable results. For some people, filing these fictional claims has become part of their expected income each year.

How do business owners, already bending under the weight of rising costs, taxes and seemingly never ending fees and regulations, defend themselves?

One way is through Digital Surveillance.

Let’s assume a customer claims they “slipped on the floor” or “fell on the ice”.

You, the business owner, should certainly make sure they're all right and if not, help them seek proper medical attention. But the nagging question remains, "will they be returning down the road with a lawyer?"

Many times the video of the event tells "the rest of the story".

One of our customers, who owns a grocery store, captured video of a would-be claimant walking down the grocery aisle with a safety pin. As the camera records in crisp, color video, the woman looks around to make sure nobody is watching (she does not see or ignores the camera). As she walks by the Wesson Oil, she sticks the pin through the oil and the oil begins leaking onto the aisle. She then does a loop down the adjacent aisle and comes back down the aisle with the leaky oil. Low and behold, she slips and falls! Who would have thought? After seeking help, the customer is confronted with the incriminating video. She leaves and does not return.

With Digital Surveillance, business owners are easily able to save events like this to a DVD-R backup disc, exactly the same way you save documents to a folder using a computer. In this case, the business owner might label this DVD-R "Slips and Falls".

This DVD-R will remain long after the hard drive has filled up and the video has begun recording over itself (usually two weeks to 30 days after the original video is captured). In fact, one DVD-R titled "Slips and Falls" can hold an endless amount of such events for years and years!

Should any person return with a lawyer, you simply open the DVD-R submit it as evidence in your defense. With the watermark technology show the video is authentic in court.

Estimates vary widely, but most experts agree that roughly 25% of our insurance premium dollars go toward the effects of fraud in the form of fake or exaggerated claims.

Some insurance companies will actually reduce the annual premium on general liability policies for those companies which have installed a Digital Surveillance System. Check with your insurance company for more information.

3. Peace of Mind

When was the last time you were able to take a day off?

If you ask most business owners when the last time they were able to take a day off and not have to think or worry about what was going on in their business, they usually answer that such a day existed only before they started or purchased their business!

Whether you own one convenience store, several quick service restaurants, multiple new or used car

dealerships or perhaps even a multi-national corporation, the age old dilemma still exists for the businessperson: "I can't be two places at once."

When you're at your business, you can't be with your family

When you're at one location, you can't be at the others

When you're on vacation (if ever), you can't be at your business

This would not be a problem if your business ran exactly the same when you were present as when you were absent. But this is rarely the case.

When the owner is absent, many businesses experience a lower level of Customer Service, a decrease in Employee Productivity, an increase in Employee Theft and Vendor Theft, and an increase in False Liability Claims.

Digital Surveillance is changing all this.

Now, business owners can view (and hear) their businesses from anywhere in the world!

You can be with your family and still be at your place(s) of business!

You can be at one location and still be at the others!

You can be on the golf course or fishing and still very much be present at your business!

Sound far-fetched? Who is going to take the time (if they had any) to view their business remotely, anyway? The point is, you don't have to. All you have to do is create an atmosphere within your business such that at any given time, employees, vendors and, in some cases customers, feel they might be being watched.

How Do You Do This? By periodically making a phone call referring to something positive you happen to see while viewing the business remotely, whether it be from your home, from one location to another, from the golf course or from vacation with your family.

"Hi, Tim. This is Marty. I just happened to be walking by my computer at home, and I saw that you were breaking down those boxes in the storeroom that had begun piling up. I just wanted to say thank you and keep up the good work."

"Hi, Katie. This is Mrs. Teague. I was reviewing some video from Friday night and I just happened to see you help that lady in the blue dress bring her groceries out to her car. You are one of my best employees."

Random phone calls like these, pointing out positive occurrences, can dramatically narrow the gap that exists between the way your business runs when you are present and the way your business runs when you are absent.

The result? Peace of Mind!