

## ControlByNet Integrator Frequently Asked Questions

This document is designed to provide quick detailed, informative answers to some of the more common questions posed by resellers entering the video surveillance hosting business. It is by no means a complete list and some of the answers will change in time based on enhancements within hardware as well as within the software application.

ControlByNet's i-flashback Hosted Surveillance is a complete solution to ensure secure, efficient and reliable communications between the reseller and its customers.

### **What important items should we realize before moving forward?**

We are not only a software development company but in order to stay close to customer needs we are also an integrator for our local area. The decisions we make for the software directly impact yours and our business as an integrator so we have to keep in mind how servers, clients, support and most importantly bandwidth affect costs. For instance, the cameras we support for hosting are there for a reason. **Others we have rejected use 6-10 times the bandwidth so are not viable cameras for a hosted solution. Please do not request us to test or review your favorite maker of cameras.**

### How do we sign up to become a partner/reseller?

We welcome all integrators that are serious about moving into hosted surveillance. We will get you all the information, demo the software and offer suggestions. The next step is for you to get a camera, such as an Axis M1011, and we'll connect it to one of our demo servers and let you run with it for a couple weeks.

### What is the support (marketing and technical) provided to the reseller?

ControlByNet has a partner website containing helpful materials including sales and marketing tips, support info, sample contracts, suggested hardware, marketing materials (flyers, signs, decals) as well as general helpful links (online contracts, e-mail list creation, e-mail marketing, etc). Our partner site is constantly evolving to provide as much information as possible to get you going.

We also directly support resellers through an online knowledgebase, e-mail and phone.

### Should we host i-flashback remote or keep it on your servers?

It's hard for us to make a case for or against either solution. One option is let us host and then as the number of cameras increase, and you feel confident then you can always move to host internally. However if you have the IT expertise and feel comfortable then it is certainly feasible to do the hosting yourself from the start.

If you choose to host yourself you have the minimal costs of bandwidth, server equipment and software license. We can assist with anyone wanting to host internally.

### What brands of cameras are compatible with your system?

Currently we are only hosting cameras from Axis Communications. We have done extensive testing with other providers, and are currently advising some of them to assist in bringing down the network bandwidth. That network bandwidth is critical as you the Integrator has to keep network costs down in order to keep customer prices down.

What is the minimum bandwidth required to stream the video?

Bandwidth requirements will be a function of the camera settings. Frame rates, compression, and resolution as well as low-light settings will play a big part in overall needs.

Approximately 70% of our hosted cameras are at 320x240 and 1fps. Lobbies, halls, garages, offices....all work well with these settings. These are great settings to create a profitable hosting solution. However we certainly host customers with frame rates and resolutions and expect that to increase and bandwidth costs drop and technology improves.

Does the customer need to have a static IP address?

The customer site is not required to have a static IP address. Dynamic DNS works well in most locations. Since this is a security application we sometimes advise getting a static IP address if the monthly cost is minimal, however it is not required. Common sense should be used to provide the best solution possible.

We also utilize the Axis one-click service which allows you to quickly install a camera without any port forwarding required. This works well for small installations, however for larger installs we suggest having a direct route to the camera to better assist in remote troubleshooting.

What is the pricing for video storage and monthly subscription charges?

Please check with us for current pricing as well as our suggested costs to customer.

What kind of architecture is i-flashback built upon?

i-flashback runs on any Windows system (XP Pro, 7, Server). It does not require a server version to operate. The database is SQLite and the application contains a Jetty, a built-in web server. i-flashback is a fully integrated system and does not require other software.

Do you suggest running i-flashback in virtual server?

There are various reasons that virtual machines/servers may be deployed. Some of the main reasons are isolation of applications (to prevent conflicts), consolidation (for easier management of less hardware), ease of testing (due to taking system snapshots/rollbacks/etc), and migration (allowing virtual machines and their apps to be moved to other hardware relatively easily).

We do believe that virtualization of a stand-alone CBN installation can benefit an organization. However, in practice, we believe that virtualization of a live CBN Central Authentication System (multi-account, single sign-on) system is likely to be counterproductive.

1) CBN is architected to separate user account processing as much as possible; thus there is little chance of one account impacting another. Hence, isolation is taken care of within CBN.

2) CBN should take priority of all devices, particularly with respect to network and disk I/O, with CPU load a little ways behind. Due to the typical nature of usage and load, it is unlikely that a single server could sensibly be used for other operations without potentially jeopardizing the system availability.

What are some advantages unique to ControlByNet's i-flashback solution?

*Centralize Multi-Site Login:* Being able to combine multiple sites into a single login is a huge advantage to gaining those corporate customers. The added functionality of attaching servers across the Internet allows even onsite servers to share authentication with hosted servers.

*Bandwidth control:* i-flashback automatically assists with network bandwidth by reducing video sent when no motion is occurring. The 'view cams' page will slow to update after 3 frames if no motion, and the 'view groups' page after 5 frames. Motion activity however will always remain live.

*Branding:* A reseller with dedicated servers at ControlByNet or hosting its own servers can place logos and branding in the application. It can be branded for specific customers (with dedicated server) or resellers in general.

*Server Account Management:* Resellers with multiple accounts or hosting its own servers have full access to an account manager to quickly view accounts and check disk quotas, licenses, bandwidth per client, etc.

*HTTPS:* Central authentication via HTTPS is a key security feature that is vital to hosting customer data.

*Camera Proxy:* This is actually a huge benefit unmatched elsewhere. We can actually allow you to go directly to the camera settings page through our browser without opening up ports. This allows us to quickly add camera support while allowing you full access to advanced settings.

*How do you compare with some of the other hosted solution providers?*

We actually work with some of those providers. There are only a few hosted solutions where the architecture allows you to truly handle multiple clients across servers; the others are essentially just hosting a separate dvr per customer. Those that do host multiple customers on servers are generally aimed at what we call the 'flower shop customers'....those with 1-2 cameras. The technology is more of a convenience, and not so much a security offering.

In addition, the option of tying in a guard solution for security companies or large organizations is not there with any other hosted provider. That flexibility for growth without extensive costs is lost.

*What about audio support?*

We currently do not support audio as it has its own challenges which are often disregarded. Audio can be a bandwidth and storage hog, which doesn't bode well for setting firm storage limits on customers. It also is usually poor quality due to the environment of the cameras.

Additionally, it's legal liability. We understand that we/you can be sued regardless of direct impact. Many states do not allow single-side recording and it's such a low percentage of requests that it is not worth the risk. A user can always go directly to the camera for audio.

*Are mobile platforms supported?*

We currently support all 90% of devices in some form without installing any apps including iPhone, iPad, Xoom, Droid, Blackberry and Windows Mobile. In some cases it may be partial support but than depends more on the individual device as opposed to the operating system. Our priority is not to compromise the hosted network, either on security or bandwidth, so that it doesn't negatively impact costs or security for the reseller.

*What about browser support?*

We intend to always fully support the most common browsers. Currently these are Internet Explorer, Firefox, Safari and Chrome.

Do you offer any remote language packs?

Currently our software and support is in English only.

Are there any special requirements to host our own servers?

Authentication via email requires a mail server to keep system secure as well as keep administration easier for password recovery and new users. You can use your current mail server, an online option or we can assist.

For https you will need a certificate from a secure provider.

We are emphasizing security which enables you to market to customers. It's a valuable asset, but you must be sure the system truly is secured. We guide you through that process.

