



The Blueprint for Recurring Video Integrity Revenue

How to turn system inspections into predictable income, proven compliance, and unbreakable customer trust.

Paradigm Shift: Video System Integrity

Camera Maintenance

- Reactive
- Cost-Center
- Break-Fix
- “Is it online?”

Video System Integrity Program

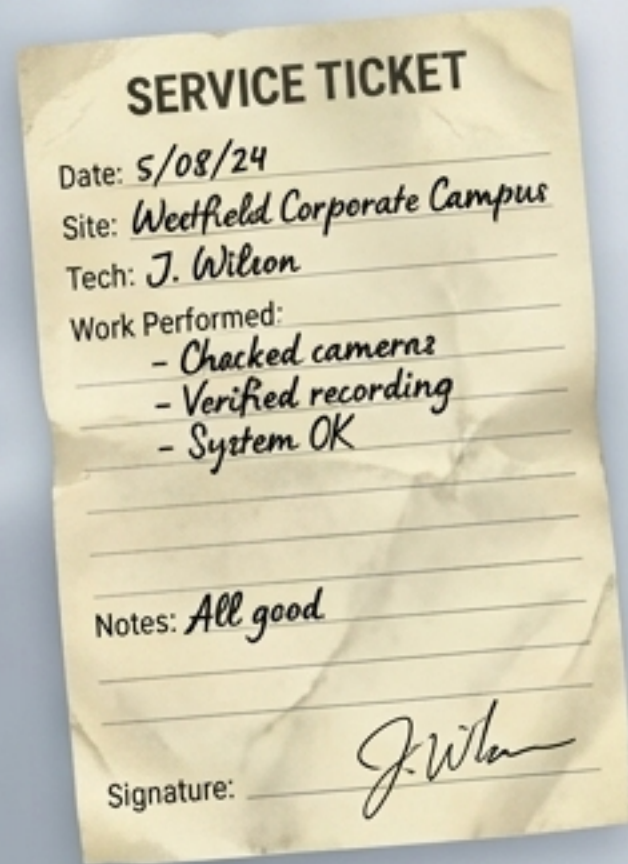
- ✓ Proactive
- ✓ Value-Add
- ✓ Verifiable Proof
- ✓ “Is it operationally ready?”

We do not just install your video system. We help verify that it continues to perform when you need it most.

Paradigm Shift: Video System Integrity

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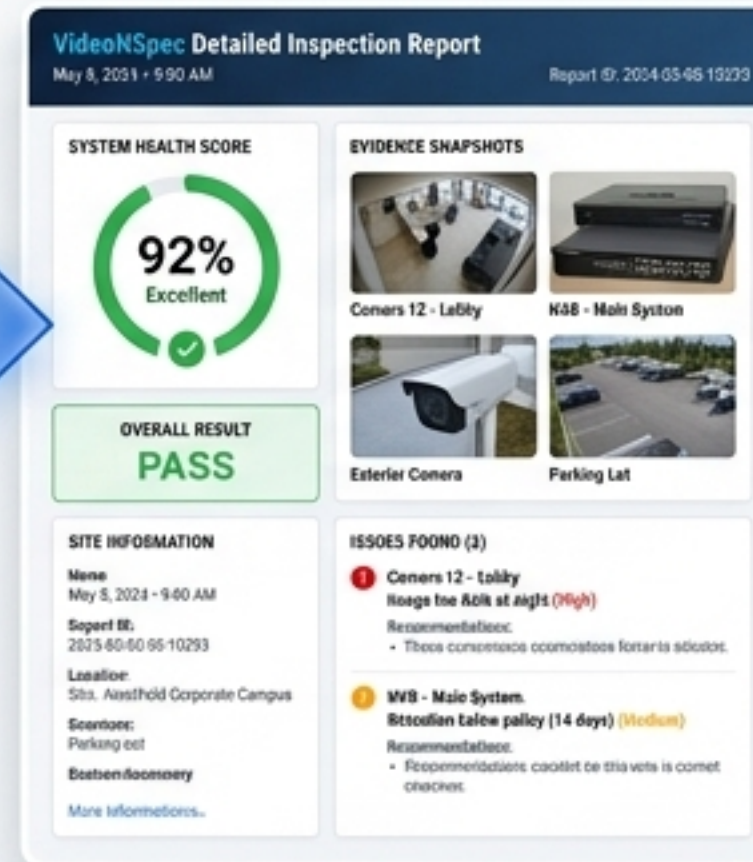
Paper Receipt. Limited Value.



- ❌ No evidence
- ❌ No system validation
- ❌ No compliance documentation
- ❌ Leaves customers guessing

VS

VideoNSpec Report. Verifiable Proof.



- ✅ Evidence snapshots
- ✅ System health scores
- ✅ Audit-ready documentation
- ✅ Complete customer visibility



Increase Recurring Revenue

Create predictable, high-value service contracts.



Improve Customer Retention

Deliver ongoing value that builds long-term relationships.



Professional Reporting

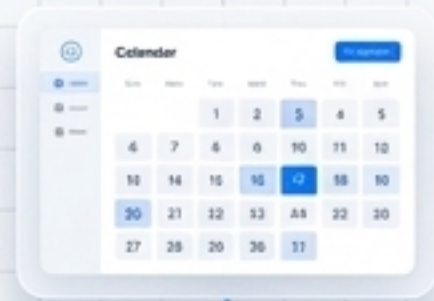
Branded, evidence-rich reports that build customer trust.



Reduce Risk & Liability

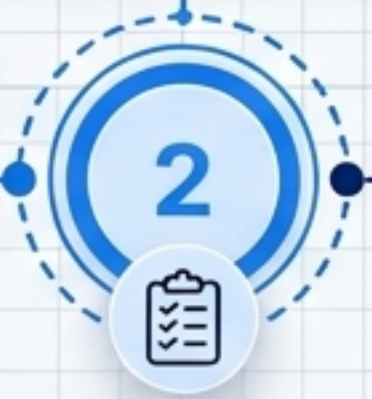
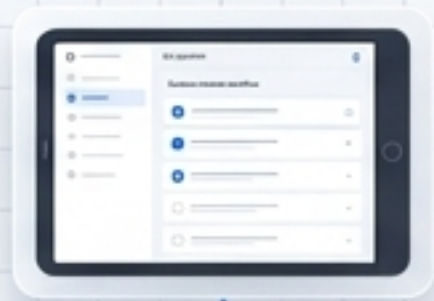
Validate system health, identify issues early, maintain compliance.

From Field Inspection to Customer Trust



SCHEDULE

Plan recurring inspections and assign technicians.



INSPECT

Technicians follow guided workflows in the field.



CAPTURE

Capture photos, notes, and video as evidence.



REPORT

Professionally branded reports generated instantly.



RETAIN

Build trust and drive long-term customer retention.

Phase 1: Strategize & Sell

Target Profile

- ✓ • 25+ cameras
- ✓ • Multiple locations
- ✓ • Executive concern over liability
- ✓ • No formal inspection program today

3-Tier Pricing Model

Essential Plan

Annual inspection, basic report, camera-by-camera review.

Professional Plan

Annual inspection, photo evidence, issue tracking, branded report.

Enterprise Plan

Quarterly/semi-annual inspections, lifecycle tracking, compliance-ready history.

Integrating the Pitch

**Every new video installation proposal
must include a line item:
Video System Performance Verification**

Stop Selling The Task

Do not sell a camera check, a site visit,
or a maintenance ticket.

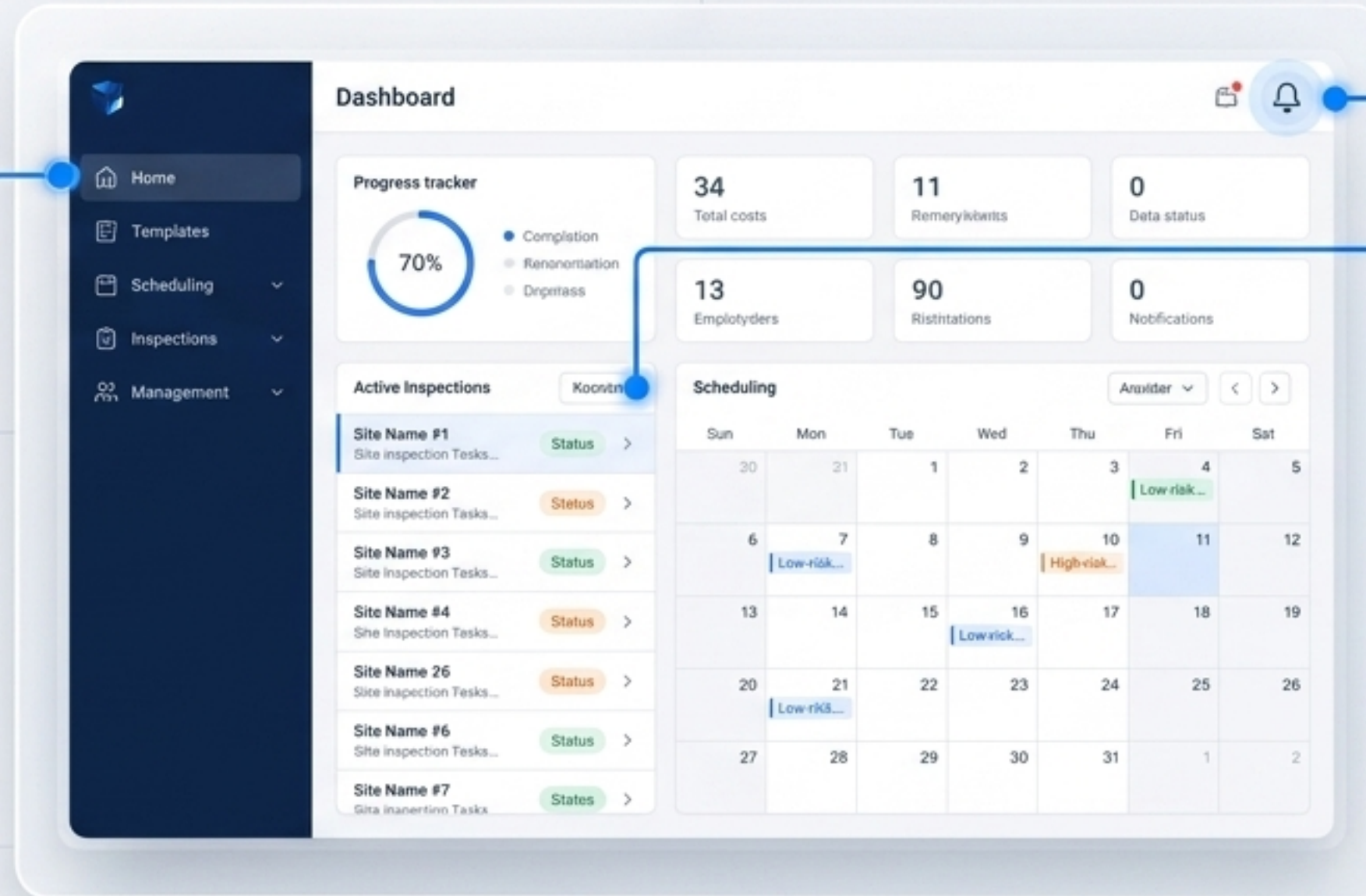
Start Selling The Outcome

Sell proof, confidence, reduced liability,
and long-term system reliability.

Phase 2: Standardize Workflow

Templates

Standardize checks for image quality, field of view, retention settings, and night/IR performance to remove technician guesswork.



Scheduling by Risk

- **Low-risk:** Annual
- **Medium-risk:** Semi-annual
- **High-risk:** Quarterly

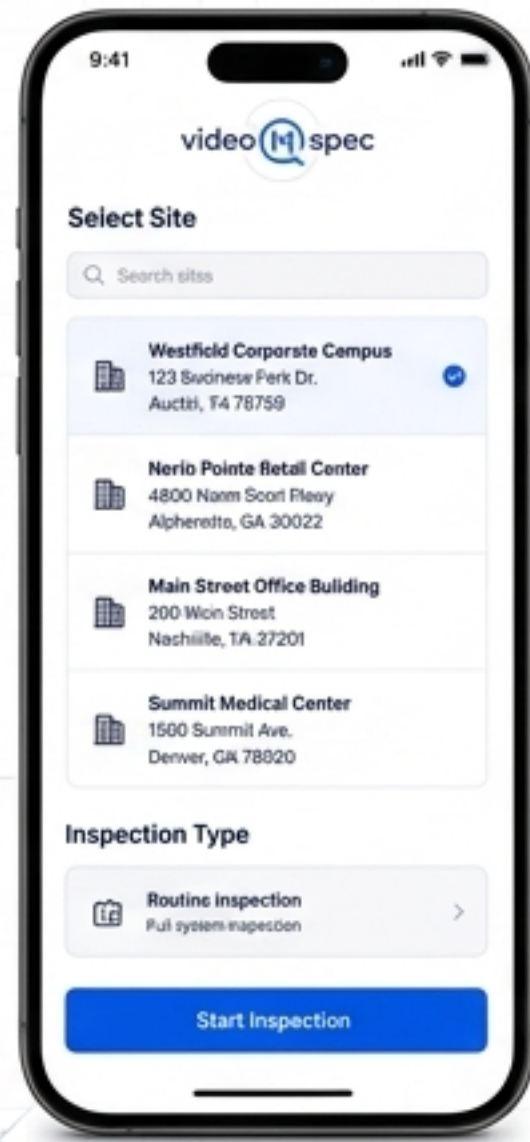
Management

Automate technician assignments, customer notifications, and overdue inspection alerts.

The Field Experience: Guided & Verified

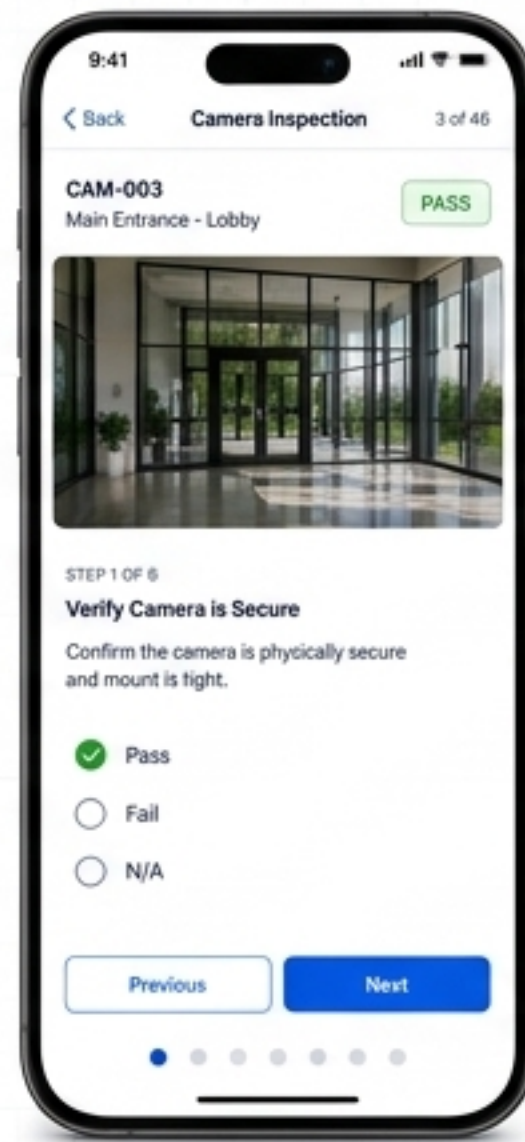
1. Select Site & System

Guided checklists ensure no asset is missed.



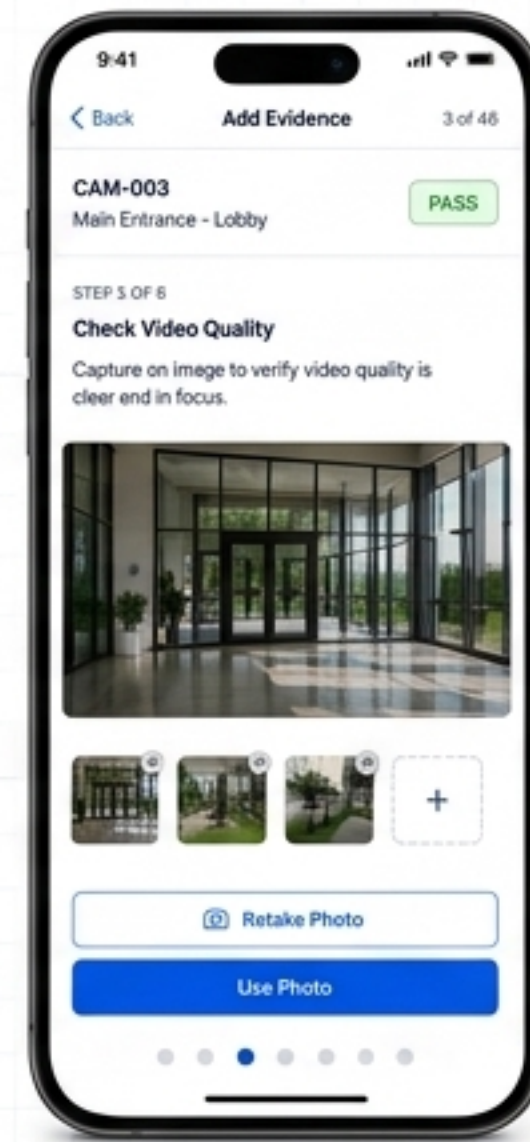
2. Follow Prompts

Test specific conditions (e.g., Verify Camera is Secure).



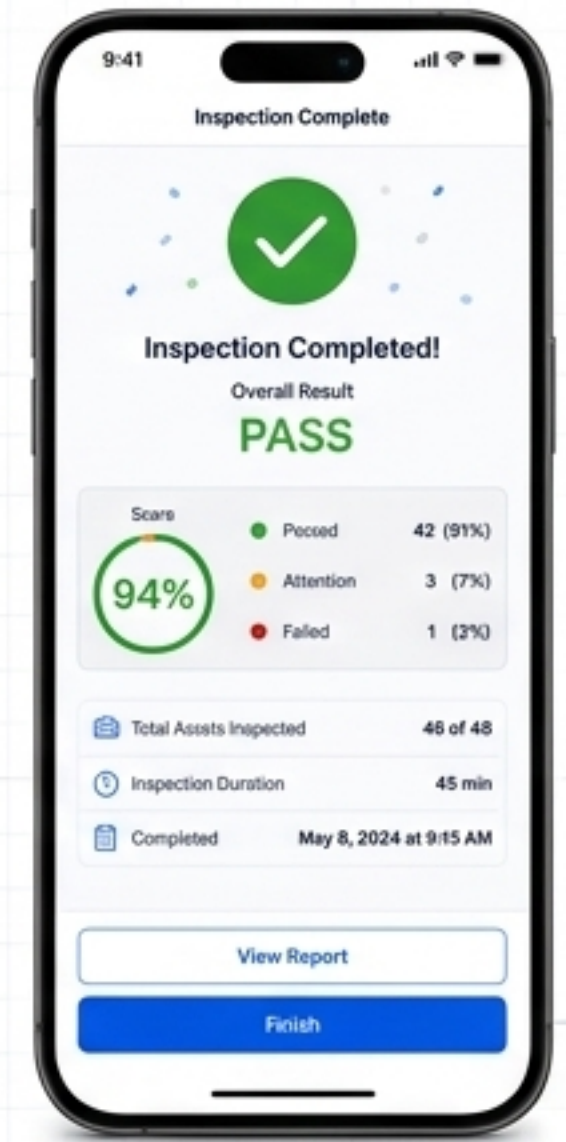
3. Capture Evidence

Attach photos/videos of pass/fail results.



4. Complete

Generate verified operational record.



Technicians don't just check a box—they capture verifiable proof.

Deliver The Proof

System Health Score:

Provides instant executive summary.

System Health Score



92%

Excellent

47 of 52 checkpoints passed

Evidence Attached



Camera 12
May 8, 2024 9:00 AM



NVR
May 8, 2024 9:00 AM



Camera 14
May 8, 2024 9:00 AM



Camera 2
May 8, 2024 8:00 AM



Camera 7
May 2, 2024 9:00 AM



Camera 5
May 8, 2024 8:00 AM

Evidence Attached:

High-resolution photo verification of field of view.

Issues Found:

Red/Yellow tags for quick prioritization (e.g., Image too dark at night).

Issues Found (2)

● Camera 12 - Lobby
Image too dark at night

High

● NVR - Main System
Retention below policy (14 days)

Medium

Next Inspection

August 8, 2024 - 9:00 AM

Auto-Scheduled

Next Inspection:

Auto-scheduled date locks in the recurring relationship.

Phase 3: Review, Retain, & Scale

1. Review, Don't Just Send

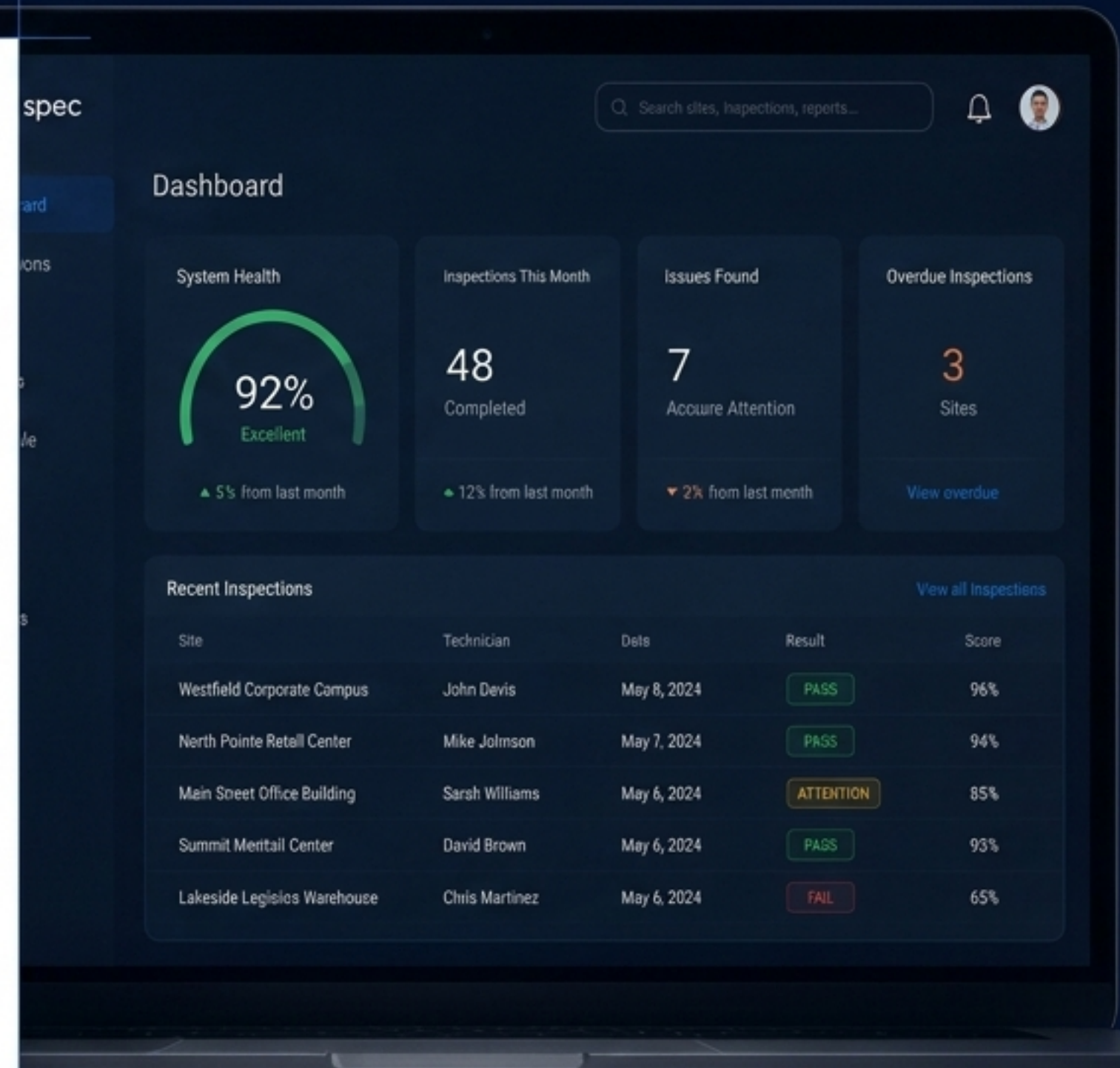
Schedule a short review call to explain passed items, risks reduced, and required repairs.

2. Track Performance

Monitor inspection contracts sold, issues discovered, and service work generated.

3. Scale Verticals

Expand from existing customers to new installations, enterprise accounts, and high-compliance verticals (healthcare, education).



The System Integrity Flywheel



You already installed the system. Now help your customer trust it.