

# Genetec data center portfolio

Unified security solutions to ensure your data center's uptime



Today's data-driven landscape is increasing bandwidth demand and spurring growth in worldwide data centers. Dealing with the fast-changing regulatory mandates and cyberthreats only heighten the complexity for data centers that need to stay on the cutting edge of security while remaining compliant. That's why more co-location data centers want to know—how do you centralize security, compliance activities, and operations to ensure maximum uptime and efficiency?

# How the data center industry is evolving



## Growth in data propels mergers & acquisitions

With increased user-generated content, streaming services, and online buying, the amount of data produced worldwide is massive. According to Forbes, we create 1.7 megabytes of information each second<sup>1</sup>. As data centers continue to expand and consolidate, security departments converge. Often, this means you also inherit various security technology, processes, and resources.

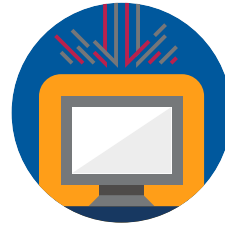
**So, how do you centralize security across multiple sites as your company grows?**



## Higher number of regulatory frameworks

With mounting pressure from regulatory bodies, many industries are trying to adhere to environmental and data privacy laws. Specifically, data centers need to be compliant to attract and retain more business. For instance, the General Data Protection Regulation (GDPR) law in Europe and the California Consumer Privacy Act (CCPA) require organizations to erase personal information, if an individual makes the request. Failure to do so could result in severe penalties and hurt a company's reputation<sup>2</sup>.

**How can you use technology to satisfy regulatory requirements while maintaining business uptime and customer trust?**



## Evolving cyberattacks

Cyber threats are on the rise as our world becomes increasingly digital. Since data centers adhere to stricter cybersecurity policies than their customers can provide in-house, these hubs are often a safe and trusted solution to addressing cybersecurity concerns. That's why a cyberattack at a data center can be catastrophic. Security teams must consider how to address both cyber and physical security in one plan<sup>3</sup>.

**How is your security platform helping you protect your customer's private data?**

Sources:

1. Forbes

2. Top 2020 Data Center Trends Impacting Your Infrastructure and Operations

3. 10 Data Center Trends to Watch

# Keeping pace with a changing landscape

Demand for data storage and processing is increasing as industries digitize. However, it's becoming more difficult and expensive to run and manage servers while mitigating cyberattacks and remaining compliant. How do you secure a growing number of assets across multiple sites, while staying ahead of new threats and regulations?

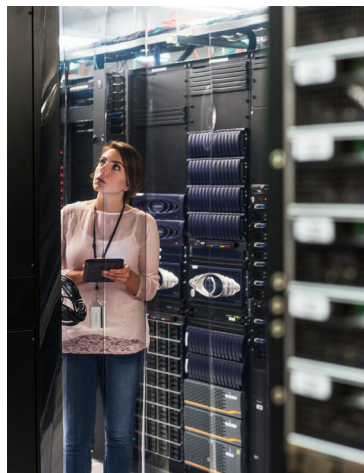
As a data center provider, you are at the forefront of technological innovation, with high-density servers, virtualization technologies, and revolutionary cooling systems, to name a few. But your company's innovation should not stop there. You need a security system that keeps up with this technology by scaling alongside your needs today and in the future.

Ask yourself— How do you ensure that your security team operates within the regulatory bounds and how quickly can you share evidence with stakeholders? Is your security technology helping you define policies that guide visitors to access the tenant's equipment and nothing more?

Limiting downtime is your top priority. Whether you face a physical security breach or cyber attack, a cease in operations can cost your business millions in reputational damage, loss of customer contracts, and noncompliance fees. That's why it's important to choose security technology that keeps your operations running smoothly and helps you stay ahead of the curve as new regulations emerge.

A single minute of  
downtime costs  
a data center over

**\$8,000**



\* Source: Business Insider

# Maximize your uptime

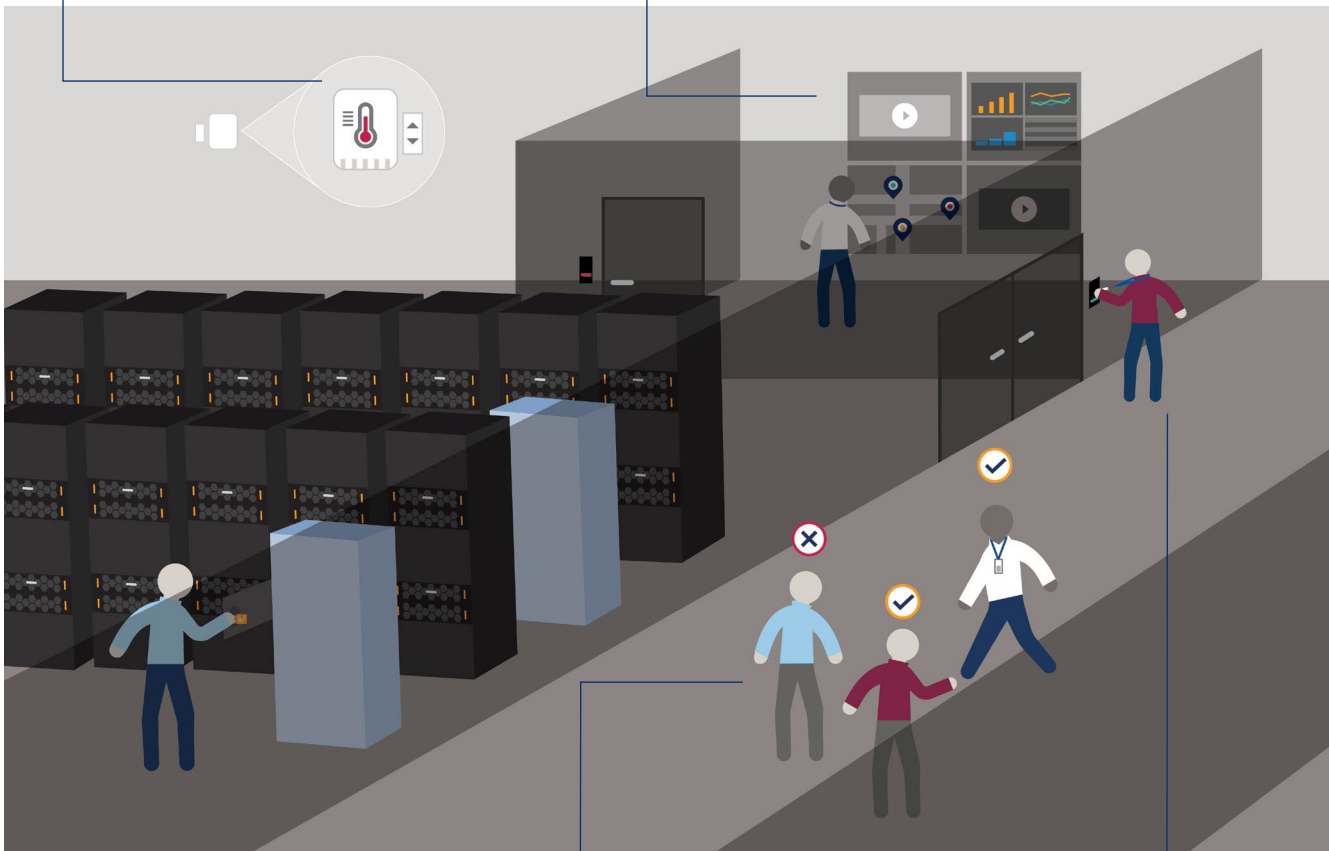
How you run your operations can make or break your business. After all, a single hour of downtime can cost you customers and damage your reputation. That's why you need to invest in scalable and reliable security technology that can help you mitigate risks and keep your business running at peak efficiency.

## Maintain your server rooms' temperature

Unify HVAC temperature sensors within the security platform to easily monitor and adhere to your data center's cooling requirements.

## Digitize your Standard Operating Procedures (SOPs)

Guide your operators' response to predefined custom events and incidents. It's the best way to ensure compliance with a variety of different regulatory requirements.



## Define access rights policies and compliance rules

Allow the right people into your data center. Ensure access rights are assigned according to the role, professional certifications, or training of employees, contractors, and visitors.

## Optimize your evidence reporting

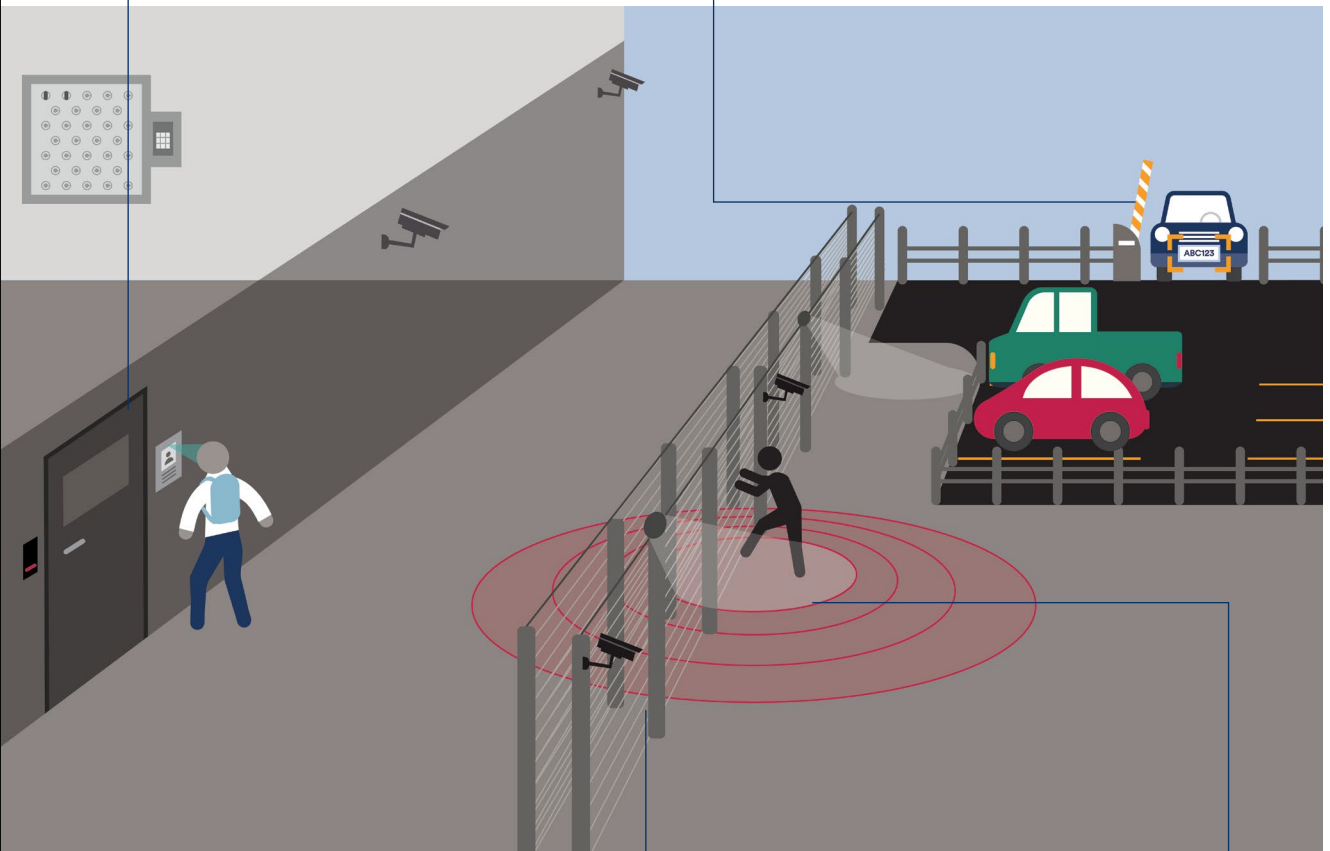
Save time by securely granting access to evidence at the click of a button. Quickly define user permissions to ensure information is only shared with authorized individuals.

### Upgrade your security with IP access control

Upgrade from mechanical brass keys to intelligent keys systems and biometrics, and use a fault-tolerant IP access control to manage it all. Better secure entrances and exits to restricted areas and easily manage employees, contractors, and visitors.

### Extend your perimeter security with ALPR

Know which vehicles are always on your premises using automatic license plate recognition (ALPR) technology. Get a real-time inventory of vehicles on your site and limit lot entrance to vehicle license plates on approved lists.



### Maximize your video coverage

Get a clear picture of incidents and empower your team to quickly react to threats. Tap into the ease and convenience of cloud video surveillance to extend coverage at remote sites.

### Spot intruders before your perimeter

Use radar, LiDar, fence intrusion detection, and video analytics to detect potential intruders and drones way beyond the fence line.

# The Genetec data center portfolio

Managing bandwidth requirements while securing your facility and remaining compliant can be challenging. That's why we offer a data center portfolio that unifies all aspects of security within one solution. This gives your security team a holistic view of all your data center locations and helps them make better, more informed decisions.

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Security Center is our unified security platform that allows you to manage all your security systems within one solution. Security Center unifies your video monitoring, access control, and license plate recognition, intrusion, and other data center systems, offering your team a centralized view of security.



The Security Center Omnicast™ IP video management system (VMS) gives you added confidence by ensuring video is always recording. Security Center Omnicast supports a wide range of VMS hardware manufacturers so that you can freely choose the devices that best suit your requirements.



The Security Center Synergis™ IP access control system (ACS) gives you full control over your access points and helps you keep restricted areas secure. Know that your team is working unimpeded and that your ACS is always available with built-in failover and encrypted communications.



The Security Center AutoVu™ automatic license plate recognition automates license plate reading and identification, making it easier for your security team to monitor all the vehicles coming and going from your facilities.



### Map-based intrusion management

Be notified of intruders before they reach your fence line while reducing the likelihood of false alarms. Track moving targets on maps, both inside and outside your data center, so your team can see easily what's happening and respond confidently.

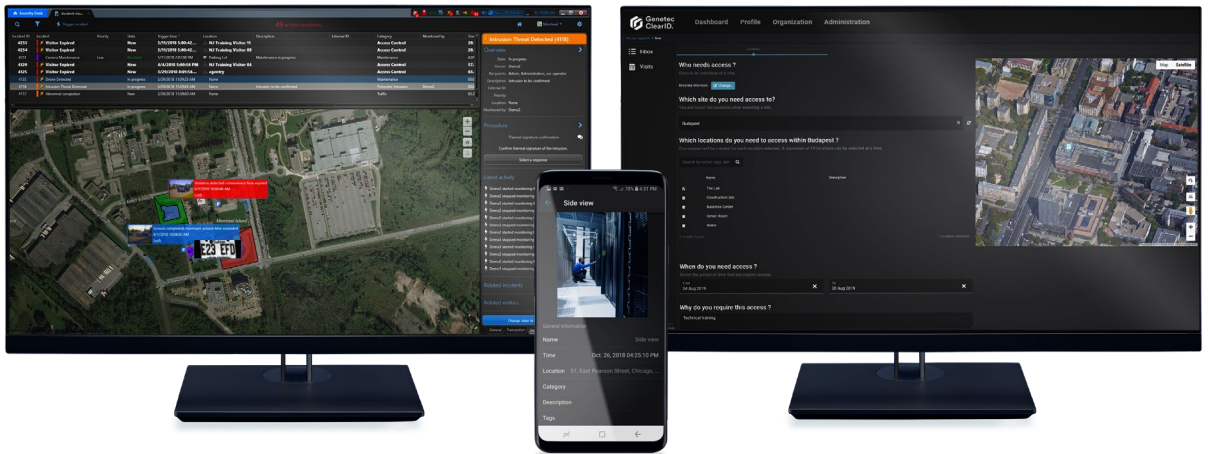
### Server rack security

Upgrade to an electronic key system to better track and audit access to server racks, while reducing wiring and installation costs. This also prevents visitors from leaving with physical keys and reduces the likelihood of security breaches. If someone loses an access control card, simply de-activate their privileges with a few mouse clicks.

### Temperature control module

Automate the adjustment of temperature, humidity, and air quality parameters of your facilities. Ensure consistency and optimization in your buildings. Monitor and analyze your building's HVAC performance from a single intuitive interface.

# The Genetec data center portfolio



Genetec Mission Control™ is a collaborative decision management system that helps guide your security operators through security incidents and other operational tasks. Ensure that your team is working within regulatory bounds by defining standard operating procedures (SOPs) that keep your business compliant.



Genetec Clearance™ is a collaborative investigation management system that allows you to securely collect, manage, and store digital evidence from different sites and share it with regulators and law enforcement. Whether you need to share case evidence or safety protocols like flare monitoring reports, you can quickly and securely handle the task using Clearance.



Genetec ClearID™ is an identity and access management system that allows you to manage employee identities, while automating security policies across your sites. The system provides a workflow-based approach to requesting, granting, and revoking access to employees and visitors, making it easier for your team to uphold the highest levels of security while remaining compliant.

# Capabilities designed for data centers

## Our built-in-key features

### Global cardholder management

Manage cardholders, cardholder groups, credentials, and badge templates by syncing data across sites. Feel secure in knowing that changes in a single site are updated across all other sites instantly.

### Partitions

Easily group devices or sites together in a partition and then quickly specify which users and user groups can view those specific groups of entities.

### Active Directory integration

Centrally manage and synchronize Windows user accounts with administrator and cardholder accounts. Specify which security user groups are synchronized and whether Windows users and/or cardholder accounts are automatically updated through the Active Directory integration.

### Threat level management

Allow Security Center to instantly adapt for a quick response when a specific security incident happens. The platform will automatically give your operators the tools and information they need to efficiently handle the event. For example, instantly unlock all doors during an evacuation and increase frames per second (FPS) for camera recordings.

### Centralize security with Federation

Have a complete view of security systems across all your data center sites using the Genetec Federation™ feature. Centrally monitor all your video cameras, doors, alarms, intrusion panels, and license plates across multiple sites or organizations.

### Camera integrity monitor

Plan camera maintenance and detect potential tampering or unwanted device movement. Ensure your perimeter and secure areas are properly monitored and your camera installation adheres to compliance regulations.

### End-to-end data security and privacy

Protect your video, cardholder, and system data with secure communications between clients, servers, and edge devices. Security Center encrypts video in transit and at rest, and when exporting evidence.

### Visual tracking

The Visual Tracking feature allows you to click on pre-configured graphical overlays in a video frame to quickly jump to nearby camera views. This allows your team to quickly see what's happening and speed up investigations.

### High availability disaster recovery

Configure failover directories for all your sites to ensure your data and storage is continuously accessible even when disasters occur and servers go offline.

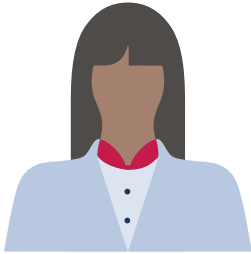
### Unified communication management

Extend your security with SIP-based communications. Manage incoming and outgoing calls with intercom devices and collaborate with colleagues with embedded audio and video calls.

### Visual reports and dashboards

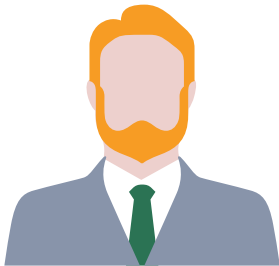
Run automated reports that shows access grant history, camera events, temperature control information and more. Reports can easily be shared with stakeholders like regulators, customers and managers to help your team make more informed decisions.

# Who benefits



## Compliance manager

Ensures that work plans meet operational standards through a unified security platform and saves time by easily retrieving information and reports for audits.



## Physical security manager

Assesses threat levels and implements a unified security plan to mitigate security incidents, all by working from a single intuitive platform.



## IT director

Enjoys working with a flexible platform built with privacy and cybersecurity in mind and feels confident having more control over access to restricted areas.



## Operations manager

Maintains smooth operations and secure movement of people through your facility with a cloud-based, multi-site security system that enables centralized monitoring and compliance.

Data centers must keep up with evolving regulations and security threats while ensuring their customer needs are always met. The Genetec data center portfolio can help your team reach those goals. It is designed to help your team reduce security risk, improve decision-making, and enhance compliance. And no matter how your organization grows or how the threat landscape evolves, you'll be able to make changes that keep your business secure, compliant, and running at peak efficiency.

For Network Integration, contact:



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