

DATA SECURITY



DATA SHEET

HYBRID CLOUD FOR VIDEO SURVEILLANCE: An Overview

In 2019, global video surveillance systems produced over 2,000 petabytes of data daily, a figure that has only continued to grow. This surge in data has left organizations worldwide, led often by leaders without IT expertise, in need of more efficient ways to store & handle their increasing video data loads.

The rise in video surveillance usage spans multiple sectors, including retail, healthcare, healthcare, manufacturing, & education, placing immense pressure on existing infrastructures. This often results in stretched resources & overburdened budgets. While some organizations stick with traditional on-premises storage solutions, others are exploring or have adopted cloud-based storage options. Many, however, are finding a middle ground in hybrid cloud solutions.

The Advantages of Hybrid Cloud Solutions

The cloud plays a pivotal role in modern business success, offering benefits such as enhanced agility for new technologies like analytics, scalable resource utilization, and private clouds, or a blend of both in hybrid models, organizations can optimize their storage based on their specific needs. Hybrid clouds combine local infrastructure with public cloud services, offering a balanced approach favored by many businesses. This model not only preserves existing investments in surveillance infrastructure but also reduces the physical hardware businesses must maintain, while enabling faster adoption of new technologies & providing reliable offsite backups & easier remote access to video data.

Emerging Trends & Challenges in Video Surveillance

As video surveillance becomes more sophisticated & widespread, managing & storing vast amounts of footage is becoming increasingly challenging. Higher resolution cameras produce larger files, requiring more storage space which often isn't matched by corresponding budget increases. Moreover, legal & regulatory frameworks dictate longer retention periods for this data, further complicating its management.

The potential for using this stored video data is expanding too, thanks to advancements in analytics & artificial intelligence, prompting organizations to retain data longer to maximize its value. This shift necessitates a more scalable & flexible storage solution, which many see in hybrid cloud storage.

The Future of Video Surveillance Storage: Hybrid Cloud

The hybrid cloud model offers a pragmatic solution to the evolving needs of video surveillance storage. It allows organizations to leverage both on-premises infrastructure & cloud services, providing flexibility to manage storage costs effectively while ensuring data accessibility & security.

Titan Cloud Solutions presents a compelling option in this space with its cost-effective, high-performance hybrid cloud storage solutions. Their offerings are particularly attractive due to their competitive pricing and the seamless integration with existing video management systems, making Titan a standout choice for organizations looking to enhance their video surveillance capabilities.

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