Getting started with a Proof of Concept

1.   Introduction

An iCetana Proof of Concept allows you to evaluate iCetana using your own cameras, at your site, with a money back guarantee that either iCetana finds actionable anomalies, or your investment will be refunded.

This allows your organisation to use the full system to detect anomalies of interest and understand the type of anomalies that can be identified using a full-scale implementation. iCetana Proof of Concepts are paid trials and include appropriate hardware and a demo license of iCetana.

2.   Features and Benefits

iCetana Proof of Concepts have the following features and benefits:

Features	Benefits
Includes a server ("NUC"-sized or full server, as appropriate) that is returned after the POC	No need to requisition hardware to support the POC.
Includes full copy of iCetana software	Your organisation enjoys full access to iCetana features and can detect real world anomalies.
Can include up to 100 cameras, depending on camera frame rate / resolution	Proof of Concept can be for only a few cameras, or a significant number.
No risk, money back guarantee that iCetana will meet agreed performance criteria	You can try out iCetana in their own situation with a guaranteed result.
Installed on live cameras	Allows access to all iCetana features and a full demonstration of capabilities in your own environment.
POC investment includes installation and training	Turn key solution. Relevant staff gain familiarity with the solution to help with a proper evaluation.
Trial duration is between 21 and 35 days (14 days training, 7-21 days operation).	Your organisation has enough time to properly evaluate the effectiveness in your situation.

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3.   Proof of Concept options

The type of Proof of Concept hardware deployed (and therefore the investment) depends on the number of cameras within scope for the Proof of Concept:

Hardware type	Camera configuration	Investment
NUC (small form factor PC device)	Up to 30 cameras at recommended surveillance resolution and frame rate *	$10,000 USD
Rack-mounted Server	Up to 100 cameras at typical surveillance resolution and frame rate *	$20,000 USD

Dependent on frame rate and resolution (720p, 12 frames per second is considered normal). High frame rates and/or resolution will reduce the camera capacity
The duration of a Proof of Concept is by agreement and depends on how much time is needed to validate the solution prior to a large-scale deployment of iCetana.

4.   Proof of Concept key points

A Proof of Concept is the first step to gaining further understanding of iCetana in your organisation and is valuable when:

- You need to see iCetana working in your environment.
- You have supportive stakeholders and will commit resources to a successful Proof of Concept.
- You understand business drivers and reasonable success criteria for the Proof of Concept.
- You are prepared to invest in properly evaluation of a solution, and can secure budget for the full-scale installation when positive agreed results are achieved.

An iCetana Proof of Concept has the following key points:

- The Proof of Concept is free of risk - if it doesn't meet acceptance criteria of identifying interesting live events that otherwise would not have been observed in the control room, the cost will be refunded.
- iCetana is a proven product, successfully used at large sites all over the world, across a range of verticals. The Proof of Concept is at iCetana's risk because we are confident in the real-world value of our solution.
- A Proof of Concept includes all iCetana licenses and selected hardware (specification depends on the number of cameras in the POC). The hardware is returned after the POC is completed.
- A Proof of Concept is intended to lead to a larger deployment, and allows you to understand how iCetana can benefit your organisation.
- The Proof of Concept is fully operational, and intended to lead to the identification of actionable events in real-time during the trial phase.

Next steps

This document is an overview only. Please refer to your iCetana Business Development Manager for more information, or to start your Proof of Concept.