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## When to Choose Cloud Video



**Now that more end users are familiar with cloud video, is the trend of adoption continuing to increase? Why or why not?**

There's still some uncertainty and concerns over security and access, which in many cases it's a whole new concept for some people, so there's some natural hesitancy. But we're seeing less and less of that each year. Once people and companies see that it's working just fine, then they are more willing to adopt it and start branching out, especially as bandwidth increases and costs come down. So absolutely the trend of cloud adoption will continue. The pandemic certainly removed many of the roadblocks to adoption and accelerated its spread. Companies needed new solutions fast and they needed to work. That's one of the biggest benefits to the cloud: you can have a cloud video system up and running super quick. As more dealers and integrators become familiar and fluent with cloud video platforms, they'll recommend and offer it to more of their customers, which will greatly help in keeping adoption rates on the rise.

## **When is cloud-managed video the right solution vs. traditional on-prem technology?**

Often, cloud deployments make sense for people with small systems, a small local business or the corner coffee shop with four or eight cameras. They don't need a huge server or massive storage space. They don't have big demands on their system and don't have a server rack for an NVR. For them, a system that is either direct-to-cloud where it's just cameras or a somewhat hybrid system where there's an on-site gateway works perfectly for them. It's a tiny little box that sits in the back office or under the counter by the register.

When you start to have huge systems with hundreds of cameras, that's where it gets a little bulky in terms of the number of gateways and bandwidth you would need. That's where a traditional on-prem system often makes more sense.

## **What kind of applications might use a hybrid (cloud and on-prem) approach? What are the benefits and/or downsides of going hybrid?**

There are many applications that can dictate when a hybrid approach makes sense. For example, in many markets such as cannabis or banking – there are regulations stating you must have both on-site and off-site back-up storage. Hybrid allows you to have full on-site video recording capability combined with a full cloud user interface with all the necessary features and functionality without tying up network bandwidth. If you don't need to send all your data to the cloud all the time, then hybrid gives you the best of both worlds. You can mix and match or go either way.

Another of the biggest cloud benefits is flexibility and scalability. If you're recording 30 days now, but in a few months or seasonally you need 60 days, just log in, click a few buttons and you're done. You don't need to go on site and change out hard drives.

The cloud is flexible and elastic and scales to your needs and resources.