

## icetana vs Traditional, Rules-Based VCA's.

Traditional, rules-based analytics require heavy pre-configuration and are exceptionally labour intensive. While they can be good at certain kinds of analysis, Video Content Analytics (VCA's) are only able to detect expected and known types of events.

icetana, meanwhile, allows you to see things differently by highlighting in real time, anything abnormal across the camera scene.

Even the best operators cannot pre-determine all threats and risks, and with the advent of new technologies and methodologies at an ever-increasing pace, it is simply impossible to stay ahead of the rising number of threat vectors that organisations face on any given day.

By requiring no rules input or pre-configuration, icetana's AI-assisted Video Monitoring software cannot be compared to traditional VCA's and simply highlights any abnormal behaviour. icetana also highlights events beyond security, such as Health & Safety and Operational Compliance.

icetana	Traditional rules-based analytics
Designed for large-scale video surveillance networks (1000+ cameras). icetana applies automated learning analytics to every video feed and highlights abnormal activity.	Typically installed on smaller networks by developing and deploying pre-determined, rules-based criteria onto specific camera streams to identify particular behaviours.
Enables real-time situational awareness, with visibility of any abnormal behaviour across security, health & safety and operational compliance.	Only highlights the particular behaviours that have been pre-programmed. Will not show you what you do not know you are looking for.
Low burden for setup and long-term maintenance. (Low total cost of ownership).	Labour intensive to install and maintain. (Higher total cost of ownership).
Highly scalable. icetana can facilitate the expansion of camera networks while increasing visibility. Simply add further cameras to the network with very little configuration.	Rules based VCA's often struggle at volume due to complex and time-consuming setup. Additional cameras require further configuration at additional expense.
icetana automatically learns and adapts to new scenarios. This is critical as it is often difficult or even impossible to predict changing behaviours and evolving threats.	Does not adapt to changing environments. Requires rules to be re-configured.