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Suzana Strauch, Planning and Business Continuity Manager at TIM Brasil

## CUSTOMER INDUSTRY

Wireless Telecommunications,  
Retail

## WEBSITE

[www.tim.com.br](http://www.tim.com.br)

## LOCATION

Brazil

## BUSINESS NEED

Enhanced security, safety and operations; improved customer service via insights provided from collected, analyzed and managed data.

## SOLUTIONS

Situator, VMS, Video Analytics

## THE IMPACT

Increased situational awareness and management capabilities, and customer service via the solution's ability to generate insights from captured, correlated and analyzed data

# TIM BRASIL

## ABOUT THE CUSTOMER

TIM Brasil is one of the largest Brazilian mobile phone operators. Headquartered in Rio de Janeiro, the company has been touted as the fastest growing mobile phone operators in Brazil, with retail outlets in all of the country's states and a user base of well over 70 million.

## THE CHALLENGE

The mobile telecommunications market is highly competitive throughout the world and Brazil is no different. Ensuring that the customer experience, from security, safety and through to in-store service, is satisfactory is paramount in maintaining a leadership position in the market.

TIM required a security solution that would centralize, integrate and unify their security operations so that they could anticipate and mitigate risk. They also needed the solution to provide the intelligent capabilities necessary to correlate and analyze data, in order to produce insights from the captured information for operational and business improvements. And it needed to be scalable to any of their locations.

## THE SOLUTION

Qognify designed and implemented an integrated Situator/VMS and video analytics solution for TIM Brasil.

One of the enabling features of the Qognify solution is the vast amount of information it captures, correlates and manages. This enables in-depth levels of real-time situational awareness. Incidents are triggered and classified automatically. A pre-defined process verifies the nature of each incident, and a set of Standard Operating Procedures (SOPs) is in place to effectively manage them.

All locations' meta data is stored in Situator and available when an incident occurs at the location so that no time is wasted looking for relevant details, shortening the response and handling time.

*"(The partnership with Qognify) allows us to take advantage of investments in security to gain unique information from our business operations. Another benefit is increased confidence in managing the unexpected and allowing us to significantly reduce our response times."*

Suzana Strauch, Planning and Business Continuity Manager at TIM Brasil



While ensuring the safety and security of TIM customers and employees is the number one priority, TIM recognized that all of the data they were already collecting could serve to inform beyond the realm of security. By adding People Counting video analytics to the mix, TIM are now able to not only identify potential unfolding security events, they can make impactful customer service improvements.

For example, TIM could potentially identify peak and off hours of in-store traffic and staff accordingly, helping to improve service and provide operational efficiencies. During specific marketing campaigns, the company could test customer in-store response based on a number of factors including, how many customers approach a specific part of the store and how long they spend there. Likewise, the solution could identify areas of the store which are less populated or avoided, and make then adjustments accordingly.

"This partnership, unprecedented in the industry, is helping us to obtain a wider view of improvements to our contact with consumers. It allows us to take advantage of investments in security to gain unique information from our business operations. Another benefit is increased confidence in managing the unexpected and allowing us to significantly reduce our response times," says Suzana Strauch, Planning and Business Continuity Manager at TIM Brasil

The increasing interconnection between security technologies and other business areas is becoming more prevalent, with organizations smartly leveraging their security investments for a wide range of operational and business benefits. "Our partnership with TIM Brasil is a perfect example of how Qognify's solutions can provide an excellent, feasible return on investment in diverse business spheres," explained Moti Shabtai, President of Qognify.

## ABOUT

Qognify helps organizations mitigate risk, maintain business continuity, and optimize operations. The Qognify portfolio includes video management, video and data analytics, and PSIM/Situation Management solutions that are deployed in financial institutions, transportation agencies, airports, seaports, utility companies, city centers, and to secure many of the world's highest-profile public events. [www.Qognify.com](http://www.Qognify.com)

Get in Touch: [www.Qognify.com/get-in-touch](http://www.Qognify.com/get-in-touch)

## CONTACTS

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