

SUCCESS STORY

43North BPC Inc. Increases Security using Smart Cameras for Surveillance



AMPAworks



ABOUT 43NORTH

43North is a startup accelerator sponsored by Empire State Development that invests \$5M into seed-stage startups through an annual pitch competition. Every year, five hot startups from around the world move to Buffalo's Tech Hub, Seneca One Tower, and receive a year of free office space in 43North's incubator in addition to the \$1M investment. Since founding in 2014, 43North has invested in 64 startups.





THE CHALLENGE

43North occupies the 24th floor of Seneca One Tower, in Buffalo, New York. The floor serves as a collaborative incubator space for the 43North portfolio. 22 companies occupy the 17,000 square foot floor, with an approximate total head count of 300 employees.

Colleen Heidinger, the President of 43North, Ca-Rin Miles, Incubator Manager, and Meaghan Phelps, Director of Finance & Operations, work collectively to maintain a safe, secure, efficient, and cost-effective workspace.

Incubator employees are granted 24/7 access to the office. Often items are misplaced, particularly during after hours and weekends. Before implementing AMPAworks' smart cameras, Ca-Rin had no way to monitor the movement and placement of these items.

The consequences of these missing items extend beyond the immediate replacement cost. They also encompass hidden expenses, including the inability to perform tasks reliant on these items and the potential compromise of a secure and safe environment for employees.

AMPAobserve



To enhance the security and safety of 43North's office while optimizing cost-efficiency, Colleen, Ca-Rin, and Meaghan partnered with AMPAworks.

AMPAworks manufactures smart cameras powered by computer vision artificial intelligence. These cameras are strategically installed in high-traffic areas within 43North's office, such as the kitchen and elevator bank. Equipped with motion sensors, the smart cameras automatically capture images when motion is detected.

43North utilizes AMPAworks' people detection feature, which analyzes the captured images to provide real-time headcount information in the environment. Access to these images is conveniently available through the AMPAworks iOS mobile or desktop app. Each image is timestamped and sorted chronologically.

Users can employ date range filters to retrieve specific images, making it easy to pinpoint incidents or monitor items at particular times when surveillance footage is required.



THE BENEFITS

Through the implementation of this technology, 43North has significantly improved office security and safety.

Here are some key benefits 43North gained by using AMPAworks' solutions:

- **Asset Movement Tracking:** AMPAworks' technology has empowered 43North to efficiently track misplaced items and investigate and address reported incidents.
- **Employee Peace of Mind:** This solution provides 43North employees with peace of mind. In the event that property goes missing, there is an approach to determine how and when it occurred, and who is responsible. Addressable actions can be made using the information provided by AMPAworks.
- **Office Community & Safety:** In cases of misconduct, AMPAworks provides surveillance images that can serve as valuable evidence. This enhances the overall workspace comfort and reinforces the sense of community and safety within the office.

CUSTOMER TESTIMONIAL

“

43North proudly supports AMPAworks' innovative technology, which offers an affordable solution that has significantly enhanced the safety and security of our office. The AMPAworks team provides excellent customer support that consistently exceeds our expectations. The ease of installation and rapid deployment have added substantial value to this surveillance technology. We can't wait to see what innovative solutions AMPAworks continues to deploy in the near future.

”

Colleen Heidinger
President
43North





ABOUT AMPAworks

We are a team of doctors, nurses, and engineers who have come together to help organizations build an efficient supply chain infrastructure through cutting-edge technology. Our award-winning technology has been recognized by HIMSS Healthcare, the American Nurses Association, the Los Angeles Business Journal, and The University of Pennsylvania. We are passionate about helping frontline workers have the tools and supplies they need to provide high quality service and care for patients and customers.

