

FROST & SULLIVAN

# BEST PRACTICES

AWARDS

FROST & SULLIVAN

2020 BEST PRACTICES AWARD



**2020 EUROPEAN LAW ENFORCEMENT  
FACIAL RECOGNITION INTELLIGENCE  
TECHNOLOGY INNOVATION LEADERSHIP AWARD**

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## Background and Company Performance

### *Industry Challenges*

The rise in crime continues to pressure law enforcement teams to invest in and attain efficient, cutting-edge video surveillance applications that will enhance performance and increase the ability to identify criminals efficiently during an investigation. Biometrics remains a beneficial element that has since replaced conventional methods for tracking identity and delivering access management for continued use by law enforcement. The global demand for biometrics in security pushes the acceptance of newly advanced biometric systems to enter the market. Frost & Sullivan research analysts project that the increasing number of identity theft cases and security incidents reported globally will accelerate the development, adoption, and application of biometric technology for enhanced security and process efficiencies.<sup>1</sup> The need for robust identity management solutions leads to law enforcement implementing face recognition-based tracking technologies.

Law enforcement agencies rely on fingerprint analysis for crime scene investigation and criminal tracking, which increases the use of analog techniques that are laborious and cost-intensive. Digital initiatives to modernize police forces and technology use for smart policing are gaining adherence. Due to the budget pressures faced by law enforcement agencies globally, partnerships with private industry participants may help fast-track the implementation of such advanced technologies.<sup>2</sup> While adopting advanced technologies increases criminal identification and tracking, the need for efficient real-time video surveillance facial recognition is still a challenge, specifically for post-event analysis. Analysts spend hours reviewing footage to collect useful evidence; therefore, the need for real-time capabilities is crucial.

Privacy concerns are associated with facial recognition due to data breaches possibilities or lacking regulations regarding data collection processes for most countries. Moreover, these privacy issues disrupt the possibility of adopting the technology. The European Union currently enforces the General Data Protection Regulation, initiating for other companies to increase their regulations as well. However, many regions still lack effective regulations that protect the privacy of their population. The need for highly intuitive systems that can, at the same time, produce real-time data and enforce the need for privacy protocols is essential.

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<sup>1</sup> *Global Demand for Biometrics in Security, Forecast to 2025* (Frost & Sullivan, February 2020)

<sup>2</sup> *Ibid*

## *Technology Leverage and Business Impact of SeeQuestor*

Founded in 2014 and headquartered in London, England, SeeQuestor delivers a post-event analysis platform that optimizes law enforcement's operations. The company's solution provides agencies with real-time video surveillance equipped with cutting-edge facial recognition technology. Frost & Sullivan recognized SeeQuestor in 2017 based on its swift video surveillance intelligence capabilities. With the current impact of the global COVID-19 pandemic taking effect, the need for optimizing security and safety is at an all-time high. The company's platform's capabilities continue to impact video management efficiently and effectively through its best-in-class post-event analysis.

### **Unmatched Law Enforcement Facial Recognition and Customer Data Privacy**

SeeQuestor delivers the capability to feed into any surveillance and computer system, providing end users with detailed analytics to pinpoint a person's exact characteristics. The company's platform delivers real-time video surveillance intelligence, differentiating from other systems in the market with cutting-edge search and detection capabilities. SeeQuestor strived to develop a platform that would utilize facial recognition technology, offering its customers not only enhanced person identification but enforce privacy and regulations as necessary. The company maintains complete privacy when it comes to the data collected. SeeQuestor's highly trusted employees are responsible for reviewing hours upon hours of video footage, as opposed to outsourcing other teams. If a person's characteristics do not match the post-event descriptions of the person police are searching for, the platform can eliminate people instantly in the video surveillance feed, focusing only on the alleged culprit's specific characteristics.

Building on top of its existing post-event analysis engine, SeeQuestor identifies as the only competitor in the world that uses a double engine for facial recognition. Real-time data allows teams to track, buffer back and forth, search, and produce more analytics by uniquely linking them to multi-databases. When linking to a database, other solutions on the market may guarantee complete accuracy; however, false-positives still surface. With the use of double engine linking, SeeQuestor's platform instantly delivers complete accuracy, eliminating the false-positives. Both engines communicate with each other to ensure accurate image capturing is effective when identifying the false-positives. Integrated with artificial intelligence, the company's platform can learn from identifying the false-positives and storing them for later use when using facial recognition in a crowd of people. Uniquely, the facial recognition enhancement collects all the images of people and compares the images to other pre-recorded video surveillance. The platform's Full-Person search methods can perform analytics where other facial recognition platforms fail.<sup>3</sup>

SeeQuestor remains the only company that can produce usable video, images, and data with facial recognition technology from law enforcement body-worn cameras. Continued use within law enforcement across the United Kingdom (UK) proves SeeQuestor's effectiveness. Use cases of SeeQuestor's capability to review thousands of hours of surveillance footage have allowed police units to locate missing persons, uncover fraud

<sup>3</sup> <https://www.seequestor.com/#/postevent> , Accessed July 2020

cases, and solve murders. The company offers full surveillance integration with its seamless yet intuitive platform, making the platform user-friendly.

### **Improving Detection Capabilities of People and Objects**

The platform also provides police units with object detection capabilities. For example, while reviewing footage in real-time during a situation where law enforcement teams are searching for someone with a gun, SeeQuestor can quickly identify a person or persons carrying a weapon in a crowded environment, and report back instantly to the police. The platform's mobile application enforces the same capabilities and functionality as well. End users can take a picture of a suspected/suspicious person or object and match the image back to back with SeeQuestor's data collection. The application is essential for use in smart cities when enforcing traffic management scenarios. SeeQuestor's object detection capability allows police to improve threat detections. Due the global COVID-19 pandemic, the use of face masks has become the norm, making facial recognition difficult. When SeeQuestor's platform is deployed into smart cities and airports it delivers the same, robust intelligence that it provides when using facial recognition on people without masks to identify individuals wearing masks. The platform offers a higher specification by weeding out various types of masks based on the information that law enforcement has described on a watchlist. The company witnessed success with this feature in the Middle East.

### **Commitment to Customer Satisfaction**

SeeQuestor does not advertise as a system integrator, but it does have the capability of integrating with existing systems. SeeQuestor offers flexibility during the purchase stage, which is dependent on a customer's needs. The company's focus on prioritizing the requirements for law enforcement allows SeeQuestor to increase its customer base. The company provides police units with enhancements and detection capabilities like no other platform on the market.

Simple integration allows SeeQuestor's team to link with existing hardware instantly. If a client has a specific project, for example, linking to an excessive amount of video management software servers all at once and collect hours of the video feed, SeeQuestor can accomplish the task without defects. If a client needs specific hardware (e.g., cameras), the company works with the third-party vendor that the client may choose to partner with outside SeeQuestor.

Through partnership programs in place, the company gathers its feedback and uses it to research any discrepancies customers experience with the platform. With a ticketing system and the mobile application, SeeQuestor performs quick turnaround times with its team of experts on standby 24/7. Updates to SeeQuestor's platform deploy with the customer's permission, increasing the company's transparency and trustworthiness by finding what works best for their customers. SeeQuestor's enhancing capabilities for law enforcement will undoubtedly enable police units to invest in a platform that will deliver high-accuracy and video management capabilities. SeeQuestor sees the increasing growth potential for the company and the platform's success in the UK, given the various uses cases and its success rate.

## *Conclusion*

Law enforcement faces the burden of managing hours upon hours of video surveillance footage post-event to gather available evidence in an investigation. Many systems on the market offer analytics, but cannot dive deeper when analyzing and managing the data, hence the introduction of biometrics. SeeQuestor equipped its cutting-edge video analytics platform with the intelligence to increase the turnaround time of data analysis and provide real-time results through facial recognition, allowing law enforcement to identify criminals efficiently. By delivering a surveillance camera-agnostic format, the company's platform can feed into any computer system and provide the deep analytics and video intelligence law enforcement units require, rapidly. SeeQuestor continues to reshape post-event incident processes for law enforcement and prevents criminal activity from happening with its state-of-the-art video management capabilities that enhance performance through real-time facial recognition intelligence.

With its strong overall performance and increased surveillance management capabilities, SeeQuestor earns Frost & Sullivan's 2020 Europe Technology Innovation Leadership Award for the law enforcement facial recognition intelligence market.

## Significance of Technology Innovation Leadership

Technology-rich companies with strong commercialization strategies benefit from the increased demand for high-quality, technologically-innovative products. Those products help shape the brand, leading to a strong, differentiated market position.



## Understanding Technology Innovation Leadership

Technology Innovation Leadership recognizes companies that lead the development and successful introduction of high-tech solutions to customers' most pressing needs, altering the industry or business landscape in the process. These companies shape the future of technology and its uses. Ultimately, success is measured by the degree to which a technology is leveraged and the impact that technology has on growing the business.

## *Key Benchmarking Criteria*

For the Technology Innovation Leadership Award, Frost & Sullivan analysts independently evaluated two key factors—Technology Leverage and Business Impact—according to the criteria identified below.

### **Technology Leverage**

- Criterion 1: Commitment to Innovation
- Criterion 2: Commitment to Creativity
- Criterion 3: Technology Incubation
- Criterion 4: Commercialization Success
- Criterion 5: Application Diversity

### **Business Impact**

- Criterion 1: Financial Performance
- Criterion 2: Customer Acquisition
- Criterion 3: Operational Efficiency
- Criterion 4: Growth Potential
- Criterion 5: Human Capital

## Best Practices Recognition: 10 Steps to Researching, Identifying, and Recognizing Best Practices

Frost & Sullivan Awards follow a 10-step process to evaluate Award candidates and assess their fit with select best practice criteria. The reputation and integrity of the Awards are based on close adherence to this process.

STEP	OBJECTIVE	KEY ACTIVITIES	OUTPUT
1 <b>Monitor, target, and screen</b>	Identify Award recipient candidates from around the globe	<ul style="list-style-type: none"> <li>• Conduct in-depth industry research</li> <li>• Identify emerging sectors</li> <li>• Scan multiple geographies</li> </ul>	Pipeline of candidates who potentially meet all best-practice criteria
2 <b>Perform 360-degree research</b>	Perform comprehensive, 360-degree research on all candidates in the pipeline	<ul style="list-style-type: none"> <li>• Interview thought leaders and industry practitioners</li> <li>• Assess candidates' fit with best-practice criteria</li> <li>• Rank all candidates</li> </ul>	Matrix positioning of all candidates' performance relative to one another
3 <b>Invite thought leadership in best practices</b>	Perform in-depth examination of all candidates	<ul style="list-style-type: none"> <li>• Confirm best-practice criteria</li> <li>• Examine eligibility of all candidates</li> <li>• Identify any information gaps</li> </ul>	Detailed profiles of all ranked candidates
4 <b>Initiate research director review</b>	Conduct an unbiased evaluation of all candidate profiles	<ul style="list-style-type: none"> <li>• Brainstorm ranking options</li> <li>• Invite multiple perspectives on candidates' performance</li> <li>• Update candidate profiles</li> </ul>	Final prioritization of all eligible candidates and companion best-practice positioning paper
5 <b>Assemble panel of industry experts</b>	Present findings to an expert panel of industry thought leaders	<ul style="list-style-type: none"> <li>• Share findings</li> <li>• Strengthen cases for candidate eligibility</li> <li>• Prioritize candidates</li> </ul>	Refined list of prioritized Award candidates
6 <b>Conduct global industry review</b>	Build consensus on Award candidates' eligibility	<ul style="list-style-type: none"> <li>• Hold global team meeting to review all candidates</li> <li>• Pressure-test fit with criteria</li> <li>• Confirm inclusion of all eligible candidates</li> </ul>	Final list of eligible Award candidates, representing success stories worldwide
7 <b>Perform quality check</b>	Develop official Award consideration materials	<ul style="list-style-type: none"> <li>• Perform final performance benchmarking activities</li> <li>• Write nominations</li> <li>• Perform quality review</li> </ul>	High-quality, accurate, and creative presentation of nominees' successes
8 <b>Reconnect with panel of industry experts</b>	Finalize the selection of the best-practice Award recipient	<ul style="list-style-type: none"> <li>• Review analysis with panel</li> <li>• Build consensus</li> <li>• Select recipient</li> </ul>	Decision on which company performs best against all best-practice criteria
9 <b>Communicate recognition</b>	Inform Award recipient of Award recognition	<ul style="list-style-type: none"> <li>• Announce Award to the CEO</li> <li>• Inspire the organization for continued success</li> <li>• Celebrate the recipient's performance</li> </ul>	Announcement of Award and plan for how recipient can use the Award to enhance the brand
10 <b>Take strategic action</b>	Upon licensing, company is able to share Award news with stakeholders and customers	<ul style="list-style-type: none"> <li>• Coordinate media outreach</li> <li>• Design a marketing plan</li> <li>• Assess Award's role in future strategic planning</li> </ul>	Widespread awareness of recipient's Award status among investors, media personnel, and employees

## The Intersection between 360-Degree Research and Best Practices Awards

### Research Methodology

Frost & Sullivan's 360-degree research methodology represents the analytical rigor of our research process. It offers a 360-degree-view of industry challenges, trends, and issues by integrating all 7 of Frost & Sullivan's research methodologies. Too often companies make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission. Successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses. The integration of these research disciplines into the 360-degree research methodology provides an evaluation platform for benchmarking industry players and for identifying those performing at best-in-class levels.



### About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages more than 50 years of experience in partnering with Global 1000 companies, emerging businesses, and the investment community from 45 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.