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Having security cameras is something that can benefit your company in more ways than you realize. This is true of all security systems, and it is crucial that any business have some kind of security cameras in place. However even above and beyond other forms of security systems, security cameras have an impressive array of uses. Here we will look at just some of them and how you can benefit your company by having them installed.

Deterrence: First of all, if you have security cameras in your building then this will act as a huge deterrent against anyone stealing from you or attempting to break in. This works particularly well for one reason – and that's that most crimes are crimes of opportunity. In other words, the majority of the time if something is stolen, it is stolen because someone was walking past and noticed it. Very few people will actually pre-meditate crimes and go about planning them – simply because there are few criminal masterminds in the world. Thus it doesn't take much to put someone off of breaking in, and if you have security cameras and the building next door doesn't, then you can bet they'd rather try next door.

Conscientiousness: It's not just the criminals who act differently as a result of your security cameras though, it's also your staff. If your staff are sometimes prone to wasting time, or being short with customers, then simply knowing that there is CCTV in the building will usually prevent this behaviour – even if they don't think you are unlikely to review it.

A Fly on the Wall: Of course you might choose to review it when your staff don't expect you too, and what that will do is to give you an insight into the way your business is run day-to-day that you otherwise wouldn't get. This can help to tell you which staff are pulling their weight more than others, and it can tell you how you need to go about tweaking and improving things to provide the best service to your customers.

Evidence: Of course you can also use CCTV footage as evidence in court. This way you can get back the things you might have lost in a break in, but also ensure that criminals are brought to justice which is actually doing a favour for the community. Meanwhile it can also act as evidence in a court case if someone sues you for tripping on your premises or if they attempt to return an item that they didn't really get from your store.

Reputation: If you have security cameras then this will likely be part of high tech security system. This in turn will mean that you are able to make a good impression on guests and visitors – they will see your high tech cameras and they will a) know that you take your security seriously which will put them at ease, and b) they will know that you are up to date with the latest technology and systems.

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