

# Affordable, Secure and Compliant Surveillance Video Storage for Cannabis Retail and Grow Organizations

Low cost, highly secure, and instantly accessible cloud storage

In the United States, the decriminalization and legalization of Cannabis, state by state, has driven the industry to a \$16 billion value in 2020. Gaining prominence for both medicinal and recreational use, more businesses are joining in the development and expansion of the cannabis industry. Included with growth are opportunities for theft and abuse, therefore, stringent mandates continue to be implemented by local governments to regulate the industry. To help facility owners protect their stores and grow operations, states require all cannabis operations and dispensaries to maintain effective video surveillance systems.

Although specifics vary from state to state, the general outline for maintaining an effective video surveillance system includes proper placement of cameras, resolution, and retention of video. It's common to find states requiring placement of cameras at all entrances and exits, recording from both indoor and outdoor viewpoints, any area that contains cannabis, etc. - all of these locations must have the ability to identify facial features, clothing, and license plates. Advanced camera technology has delivered a powerful solution for being able to meet these standards with ease, but with the advancement in technology and resolution comes one challenge that is often overlooked - video storage.

Cannabis video surveillance systems also have specific retention periods for video files required by each state. A majority of retention periods can range from 15 - 90 days, which must include the continuous (24/7) recording of video coming from many cameras on-site. All systems must have the ability for operation owners to produce any video "on-demand" within the designated retention period to law enforcement or for inspections.

Many cameras, recording continuously at high resolution, generate an enormous amount of data that is required to be kept for a designated amount of time before being deleted - That's an expensive storage nightmare. The capacity, scalability, and remote monitoring capability needed to operate large growing facilities would lead cannabis

## Key Features

- Affordable cloud storage
- Instant accessibility to footage
- Regulatory compliance
- Industry-leading performance

## Benefits

- Store large amounts of video footage for longer at low cost
- Easily access video remotely
- Reduce security risks and vulnerabilities
- Inherent resiliency and data integrity

business owners to believe they need a complex, expensive storage solution - they don't. They need Wasabi.

Using Wasabi hot cloud storage for video surveillance changes that. With Wasabi, cannabis organizations can keep the storage features that their Video Management Software needs on-premises and deliver the advantages of the cost efficient cloud while never running out of storage capacity.

## **Cost Savings from Moving Video to The Cloud**

Organizations need to consider that the majority of collected video is never used, because only specific events will trigger a follow-up action. It is therefore important to determine when it makes sense to store video on expensive platforms. In a hybrid cloud solution, organizations use a combination of both on-premises and cloud technology, mixing and matching as best suits their goals and requirements. This is a great fit for those that are still content with their current on-premises deployment but wish to curtail the purchase of additional infrastructure by uploading older video footage to the cloud. The majority of the video may never be needed, but state regulations require retention for a longer period of time, as well as the ability to produce video on-demand. These video files can be off-loaded to lower-cost Wasabi hot cloud storage, freeing up capacity for additional recording growth. Every terabyte of data removed from existing primary storage generates real savings by delaying the substantial cost of additional storage devices. The costs include the hardware, but also the licensing and maintenance, network, energy, and datacenter costs. The cloud gives users flexibility to scale without a larger footprint or hardware expenses.

## **Wasabi Hot Cloud Storage Delivers Breakthrough Economics and Instant Accessibility**

Wasabi, the industry's most affordable cloud storage service, lets you maintain massive video collections in the cloud with endless affordability. Wasabi costs 80% less than "Hot Tiers" like AWS S3 and Azure Blob. Unlike so-called "Cloud Archive Tiers" offered by some hyperscalers, Wasabi keeps all video files instantly accessible. With "Archive Tiers", it can take many hours to return video footage when requested. Cannabis organizations that need to access their video quickly and/or move the video in and out of cloud storage should steer clear of "Archive Tiers". Because all data in Wasabi is considered "hot", cannabis organizations can have peace of mind knowing they can access video files for law enforcement investigations or state inspections instantly and without hidden costs while the majority of their video stay's cold until deleted on an inexpensive cloud storage platform.

## **Ensuring Regulatory Compliance and Storing Surveillance Video Securely in the Cloud**

A major concern, not only for the cannabis industry but public safety in general, is ensuring chain of custody for all video that could be deemed evidence in an investigation. Wasabi's adherence to major industry compliance standards gives you the peace of mind to store your video in a secure and compliant manner. The service is built and managed according to security best practices and standards and is designed to comply with a range of industry and government regulations including HIPAA, HITECH, FINRA, MiFID, CJIS and FERPA.

## Immutability Defends Against Evidence Tampering, Malware and Administrative Mishaps

Wasabi uses security best practices and technologies to ensure the physical security of its facilities and to maintain the privacy, security and integrity of electronic data and digital records.

With Wasabi, cannabis organizations can configure their storage bucket to be immutable for a user defined retention period (in increments of days, weeks, months or years). Video files written to that bucket cannot be deleted or altered in any way, by anyone, throughout its storage lifetime. Immutability can help with compliance for specific state and local government regulations for securing and preserving electronic records, transaction data and activity logs. By adequately protecting and retaining video data, organizations can avoid expensive regulatory fines and penalties and costly legal actions and settlements.

### ABOUT WASABI

Wasabi provides simple, predictable and affordable hot cloud storage for businesses all over the world. It enables organizations to store and instantly access an infinite amount of data at 1/5th the price of the competition with no complex tiers or unpredictable egress fees. Trusted by tens of thousands of customers worldwide, Wasabi has been recognized as one of technology's fastest-growing and most visionary companies. Created by Carbonite co-founders and cloud storage pioneers David Friend and Jeff Flowers, Wasabi has secured \$140 million in funding to date and is a privately held company based in Boston.

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