



Achieving positive ROI with Lumana

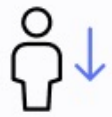


Powerful. Easy. Intelligent Security.

Lumana is a modern AI-powered video security and safety platform designed to unlock the value of your visual data and provide unparalleled visibility when it matters most. With modern video management software and next-generation AI with near human-like perception, Lumana reduces manual work and empowers users to operate faster and more accurately than ever before.



Key benefits



Reduce manual work & monitoring

Lumana's AI models automatically monitor your environment and notify you when meaningful activity occurs in real-time.



Accelerate incident response

Respond as events unfold with real-time email, SMS, or mobile app alerts — and find and share video in seconds.



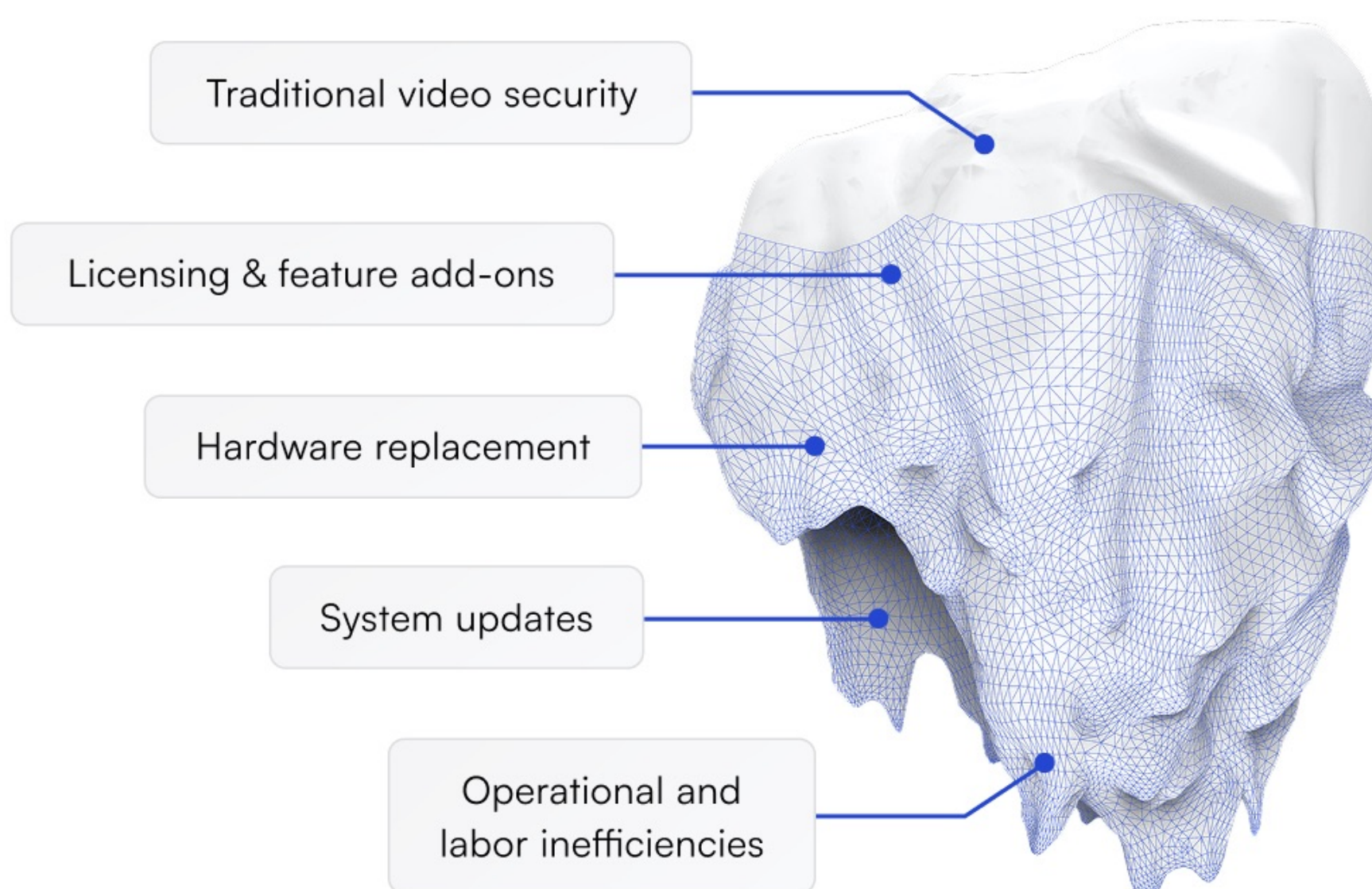
Future-proof video security

Experience a solution that continuously gets smarter with self-learning AI, automatic updates, and new product features.



Improve operational efficiency

Visualize trends and acquire visibility across your organization with customizable AI-driven dashboards and video walls.



Iceberg analysis

When evaluating video security systems, factoring in the total cost of ownership over the product's lifetime is critical to determining ROI. Traditional video security systems have hidden costs that are not immediately apparent, similar to an iceberg floating in a body of water.



5 years total cost of ownership breakdown



100
cameras



4
locations



30 days
storage

Total cost

Lumana's AI video security system (\$106,580) delivers a more cost-effective solution than traditional video security (\$170,400) over 5 years. While both systems cover 100 cameras across 4 locations with 30 days of storage, Lumana includes standard features that would typically require separate licensing and maintenance fees.

	Lumana	Traditional video security
Cameras	\$13,500 (\$27 per camera per year) x 5	\$50,000 \$500 per camera
Server	Included	\$32,000 \$8,000 per location
Server license	\$13,580 (\$679 per location per year) x 5	\$8,400 \$2100 per location
Server maintenance license	Included	\$5,000 (\$250 per server per year) x 5
Device license	\$79,500 (\$159 per camera per year) x 5	\$24,000 \$240 per device
Camera maintenance license	Included	\$16,000 (\$32 per camera per year) x 5
Technical support license	Included	\$5,000 (\$10 per device per year) x 5
LPR license	Included	\$5,000 \$1,000 per license for 5 cameras
Smart wall license	Included	\$15,000
System updates	Included	\$5,000 \$50 per camera + downtime
Security patches	Included	\$5,000 \$50 per camera + downtime
Total	\$106,580 over 5 years	\$170,400 over 5 years



Benefits breakdown

Lumana's AI video security system demonstrates superior operational efficiency through automated monitoring, faster investigations, and enhanced prevention capabilities. The system significantly reduces labor costs while improving security outcomes across monitoring, incident response, etc.

	Lumana	Traditional video security
Monitoring		
Hours spent monitoring per week	3	30
Average labor cost per hour	\$25	\$25
Annual cost	\$3,900	\$39,000
Total	\$19,500 over 5 years	\$195,000 over 5 years
Investigations		
Time to review and share footage	5 minutes	2 hours
Investigations per year	192 1 investigation per week per location	192 1 investigation per week per location
Average labor cost per hour	\$25	\$25
Annual cost	\$400	\$9,600
Total	\$2,000 over 5 years	\$48,000 over 5 years
Theft and loss reduction		
Incidents per year	12	24
Average loss	\$500	\$500
Annual cost	\$6,000	\$12,000
Total	\$30,000 over 5 years	\$60,000 over 5 years



Benefits breakdown (continued)

Missed security events

Average cost of physical security breach

Lumana

\$10,000

Traditional
video security

\$10,000

Average number of missed events per year

1

2

Annual cost

\$10,000

\$20,000

Total

\$50,000
over 5 years

\$100,000
over 5 years

Employee accident prevention

Average employee injury cost

\$40,000

\$40,000

Average number of incidents per year

1

2

Annual total

\$40,000

\$80,000

Total

\$200,000
over 5 years

\$400,000
over 5 years

Insurance

Annual cost of liability insurance

\$34,000

\$40,000

Total

\$170,000
over 5 years

\$200,000
over 5 years

Cost of ownership

Total cost + benefits breakdown

\$578,080

\$1,173,400



Total benefits

We calculate the benefits of an AI-powered system by adding up the savings in the above categories across a five-year period, totaling \$531,500.

Labor savings - camera monitoring	\$175,500
Labor savings - incident investigation	\$46,000
Theft and loss reduction	\$30,000
Missed security events	\$50,000
Employee accident prevention	\$200,000
Insurance savings	\$30,000
Total	\$531,500 over 5 years

Calculating your ROI

With costs and benefits identified, the ROI calculation follows this formula:

$$\text{ROI (\%)} = [(\text{Total benefits} - \text{Total costs}) / \text{Total costs}] \times 100$$

\$531,500

Total benefits

\$106,580

Total cost

$$[(\$531,500 - \$106,580) / \$106,580] \times 100$$

Total return on investment = 399%