

PREPSEED PRESENTS · PREPCAM

Your cameras already see everything. Now they understand it.

PrepCam plugs into the **RTSP feeds you already have** and turns raw CCTV footage into SOP compliance checks, mobile-phone usage detection, touchless attendance and **AI-driven productivity insights** — for every camera, every outlet, live.

[Company Overview →](#)

AI Video Intelligence for Physical Operations · 2026 Edition

THE PROBLEM

Every location runs on a camera that **nobody actually watches.**



Footage is recorded, never reviewed

Hours of CCTV sit on a hard disk until something goes wrong — then everyone scrubs through it too late.



Phones on the floor, unnoticed

Staff scrolling or on personal calls at the counter — caught only if a manager happens to walk by.



Zero visibility across locations

Owners running 5, 20 or 100 outlets have no real-time picture of any single one of them.



Incidents surface too late

Theft, safety lapses or SOP breaks are discovered days later, in footage nobody reviewed.



SOPs live on paper

Checklists get signed off at the end of a shift, without ever confirming they were actually followed.



Attendance needs its own hardware

A separate biometric device, per location, that still gets fooled by buddy punching.



Audits are manual and rare

A mystery-shopper visit or a monthly walk-through — everything in between is guesswork.



Terabytes of video, zero insight

Raw storage with no structured data, no trends and no report an owner can act on.

INTRODUCING PREPCAM

One AI layer. Every camera, every SOP, every shift.

PrepCam connects to your existing RTSP/CCTV cameras and turns live video into compliance scores, attendance, alerts and AI reporting — no new hardware to install.



Live Dashboard

Every camera, every location, one screen



RTSP & Camera Integration

Works with the cameras you already have



SOP Compliance Detection

Custom checklists, verified automatically



Mobile Phone Detection

Flags staff on personal devices, live



Face-Recognition Attendance

Touchless clock-in via the camera overhead



Zone & Heatmap Analytics

Footfall, dwell time & coverage by zone



PPE & Uniform Compliance

Safety gear & dress code, checked automatically



Real-Time Alerts & Incidents

A clip and a notification, instantly



AI Insights & Reporting

Plain-English digests, ranked by priority



Multi-Location Command Center

Every outlet, every camera, one owner view

No new hardware. Just point us at the **feed you already have.**



- ✓ **Works with any RTSP / ONVIF camera**
Existing CCTV, IP cameras and most DVR/NVR setups connect without replacing a single camera.
- ✓ **Cloud or on-premise edge processing**
Run detection in the cloud, or on a local edge box when bandwidth or data residency is a constraint.
- ✓ **Live in days, not months**
Point PrepCam at a feed, mark the zones that matter, and detection starts the same week.
- ✓ **Self-healing connections**
Automatic reconnect on camera reboot or network drop, with instant offline alerts.

Your checklist, **verified by the camera** — not by memory.



Fully custom, per client

Retail greeting scripts, kitchen hygiene steps, showroom protocols or factory safety checks — modeled around your own SOP.



Scored per employee, per shift

Every checklist item is auto-scored against real footage, rolled up into a compliance percentage.



Evidence attached to every flag

A short clip backs every miss, so coaching conversations start from fact, not opinion.



Retrained as your SOP changes

Update a checklist and PrepCam's models adapt — no waiting on a vendor release cycle.

Counter 2 — Opening Shift SOP · Live Score 83%



Uniform & ID badge worn at counter

Passed



Customer greeted within 10 seconds

Passed



Register drawer closed after transaction

Flagged · 3 clips



Handwash station used before shift start

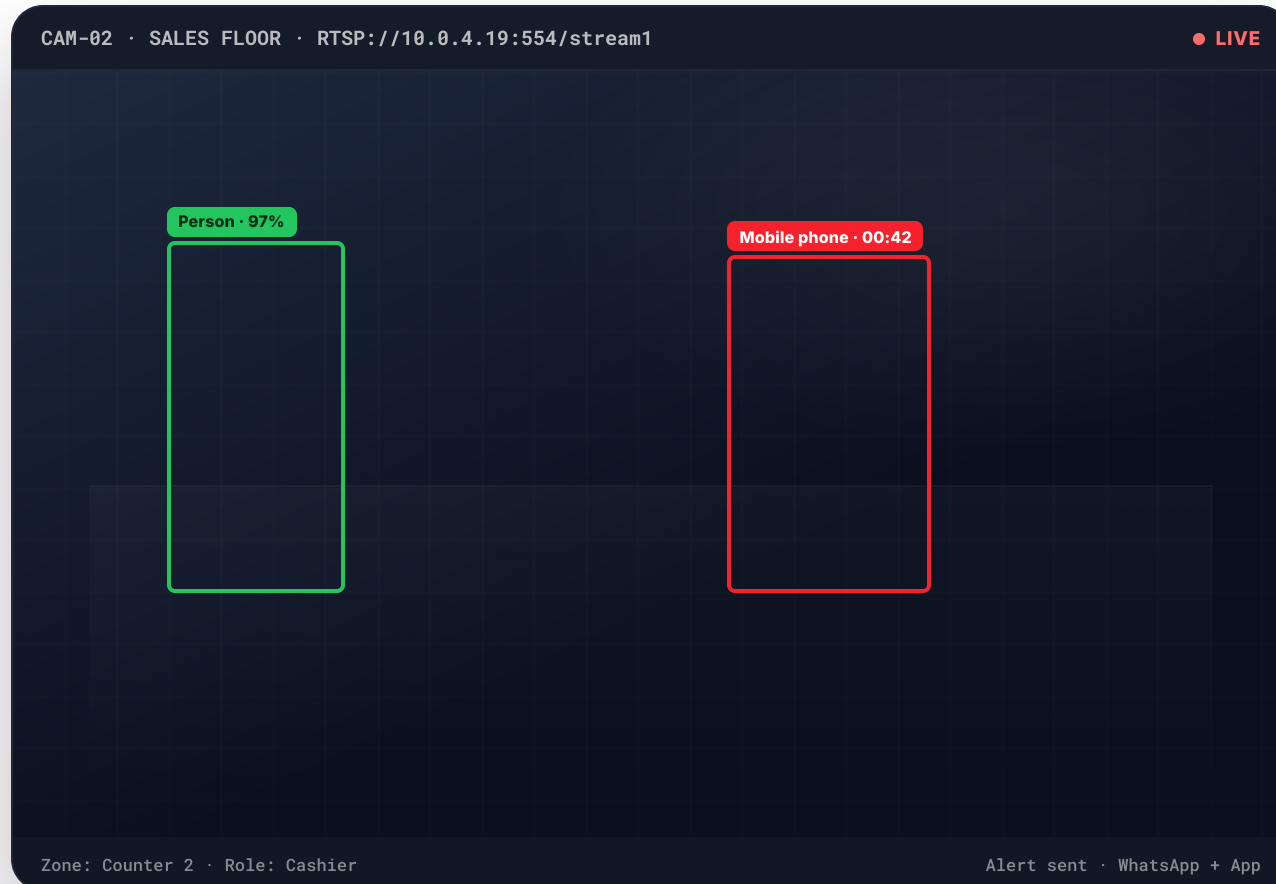
Passed



Mask worn during food handling

Flagged · 1 clip

Catches what a manager's **one walk-through** a day never will.



- ✓ **Real-time phone-in-hand detection**
Flags personal device use at counters and on the floor the moment it happens.
- ✓ **Duration & frequency, not a single glance**
Threshold-based alerts distinguish a two-second check from a five-minute scroll.
- ✓ **Zone & role aware**
Breakrooms and back offices can be exempted; customer-facing zones stay strict.
- ✓ **Weekly pattern summary**
Trends by employee and shift, framed for coaching — not just a naming-and-shaming list.

The camera at the door is now your attendance device.

- ✓

Touchless clock-in / clock-out
No separate biometric device — the entrance or floor camera you already have handles it.
- ✓

Liveness & anti-spoof checks
Photo and video spoofing attempts are rejected before an entry is logged.
- ✓

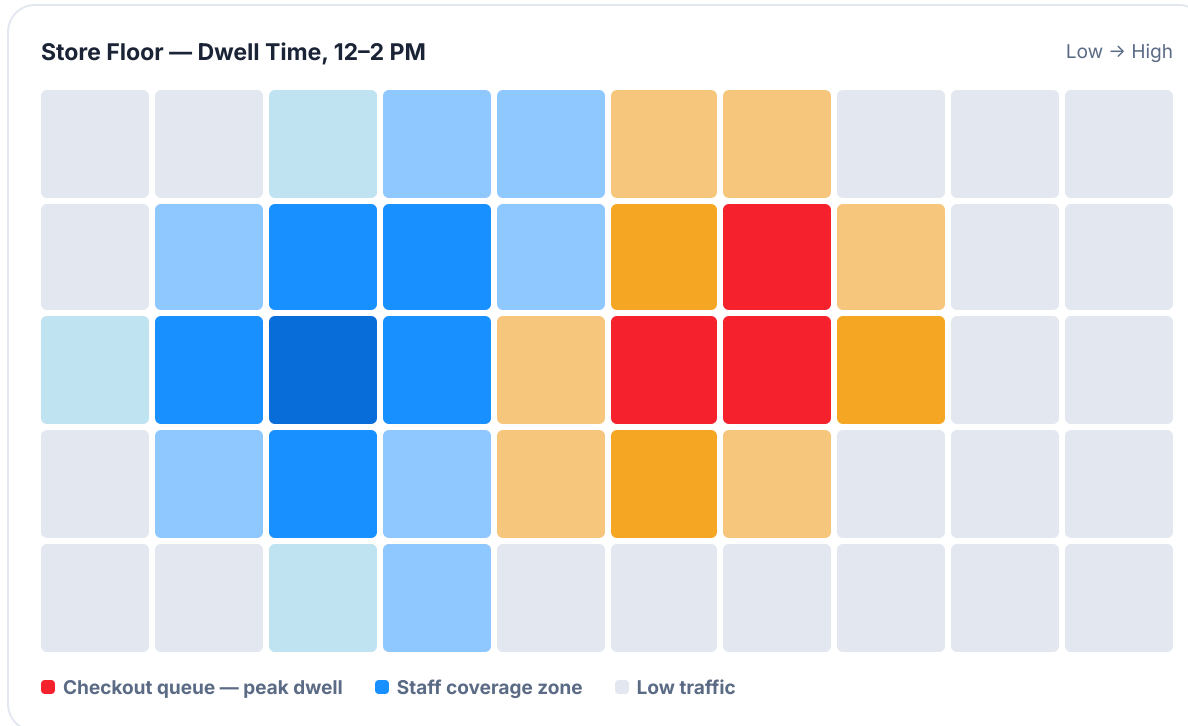
No more buddy punching
Attendance is tied to a face match, not a card, PIN or a colleague's badge.
- ✓

Syncs straight to payroll
Verified in/out times flow into shift and payroll systems with no manual entry.

yourbrand.prepcam.com/attendance

Camera Check-ins — Today			Store 3 · Entrance Cam
EMPLOYEE	EVENT	TIME	CONFIDENCE
A Aarav Shah	Clock-in	9:02 AM	99.1%
M Meera Joshi	Clock-in	9:06 AM	98.7%
R Rohan Iyer	Late clock-in	9:24 AM	97.9%
P Priya Nair	Clock-out	6:01 PM	98.4%

See where **customers linger** and where **staff don't**.



- ✓ **Footfall & dwell time, by zone**
See exactly where customers spend time — and where they walk straight past.
- ✓ **Staff coverage gaps**
Spot an understaffed zone at peak hour before it costs a sale.
- ✓ **Queue length detection**
Automatic alerts when a checkout queue crosses a threshold you define.
- ✓ **Footfall-to-conversion insight**
Compare footfall against billing data to see which locations convert best.

Safety gear and dress code, checked on every frame.

Built for factories, warehouses and field sites — as well as retail and hospitality uniform standards.



Helmet / hard hat

→ Detected on every entry to a marked zone



Hi-vis vest

→ Flagged if missing on the warehouse floor



Gloves & mask

→ Checked at food-handling & clean-room stations



Uniform & ID badge

→ Verified at every customer-facing counter

CAM-07 · WAREHOUSE BAY 3 · RTSP://10.0.4.33:554/stream1

● LIVE

Helmet ✓ · Vest ✓



Vest missing



Helmet ✓ · Vest ✓



Helmet ✓ · Vest ✓



Every violation arrives with its **own proof**.

- ✓ **Instant push to WhatsApp, Slack or the app**
Managers and owners are notified within seconds of a detected violation.
- ✓ **Evidence clip on every alert**
A short, auto-trimmed video clip is attached so there's never a dispute over what happened.
- ✓ **Severity-based routing**
Minor SOP misses go to the shift lead; safety or security incidents escalate straight to the owner.
- ✓ **Full incident timeline & audit trail**
Every alert, acknowledgment and resolution is logged against the employee and the shift.

**Mobile phone in use — Counter 2**
Store 3 · 11:42 AM · 46s duration High

**PPE missing — Vest not detected**
Warehouse Bay 3 · 10:08 AM Medium

**SOP miss — Register drawer left open**
Store 3 · 9:57 AM Medium

**Camera offline — CAM-11 Loading Dock**
Store 1 · 9:12 AM · Reconnected in 40s Info

Video that **explains itself**, in plain English.

PrepCam doesn't just detect events — it reads the patterns across cameras, shifts and locations, and tells owners what actually needs attention.



Company Compliance Index

Rolling 7-day average across every camera and checklist.



Store 3 mobile-phone flags up 3x this week

Mostly on the evening shift at Counter 2 — worth a direct coaching conversation before it becomes a habit.



Store B converts 40% fewer visits than Store A

Footfall is nearly identical — Store B's checkout queue crosses your alert threshold twice as often.



Warehouse Bay 3 is your safest zone, 6 weeks running

100% PPE compliance with zero flags — a good candidate for the next safety audit walkthrough.



Mask-compliance SOP is missed most on evening shifts

Flagged across 3 of 5 locations between 6–9 PM — likely a shift-change gap worth addressing directly.

Five outlets or five hundred — one owner view.

yourbrand.prepcam.com/locations

6 locations · 41 cameras

LOCATION	CAMERAS	SOP SCORE	ALERTS TODAY	ATTENDANCE	STATUS
Store 1 — MG Road	8	91%	2	18/19	Healthy
Store 3 — Mall Kiosk	6	74%	9	11/12	Needs review
Warehouse — Bay 3	10	96%	1	22/24	Healthy
Store 5 — Highway Plaza	7	88%	3	14/14	Healthy

Cross-location benchmarking

Rank every outlet by compliance, footfall or alerts.

Role-scoped access

Regional managers see their region; owners see all.

Add a location in hours

New outlet cameras onboard onto the same rules and dashboard.

Exportable board reports

One PDF, every location, ready for the ownership meeting.

Check every camera and every alert from your phone.



Works in any browser

Dashboards, alerts & reports — nothing for managers to install.



Published under your domain

ops.yourbrand.prepcam.com — PrepCam stays invisible.



Owner mobile app

Live view, alerts and daily digest, wherever the owner is.



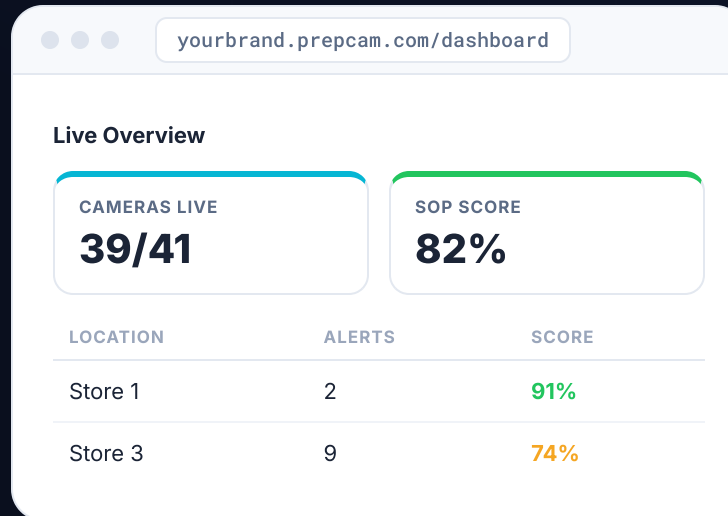
Real-time sync

Mirrors exactly what every camera detects, live.

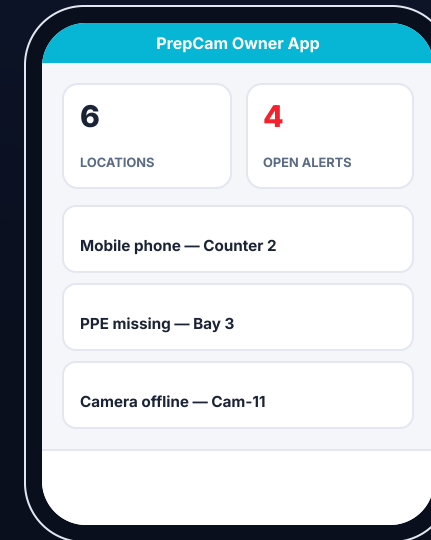


No client-side installs

Only the existing cameras and an optional edge box — nothing on staff devices.



Manager Dashboard



Owner App

INTEGRATIONS

Fits into the stack you **already** run.

PrepCam sits alongside your existing NVR/DVR, POS and HR systems — it doesn't ask you to replace them.



NVR / DVR systems

Runs alongside your existing recorder — no rip and replace.



POS & billing systems

Cross-check footfall and staff activity against sales data.



HRMS & payroll

Camera-verified attendance flows straight into shift and pay data — including PrepDesk.



WhatsApp & Slack

Alerts and daily digests delivered wherever your managers already are.



Access control systems

Pair face-recognition events with door and turnstile logs.



Open API

Push detections and scores into your own BI or ERP tools.

A scorecard for every employee, every location.

**Meera Joshi — Cashier, Store 3**

SOP Compliance

92%

Phone-Use Flags (7d)

2

Attendance: 19/19

Rank: 3 of 24

**Store 1 — MG Road**

SOP Compliance

91%

Queue Threshold Breaches (7d)

1

Cameras: 8/8 online

Rank: 1 of 6

**Warehouse — Bay 3**

PPE Compliance

96%

Safety Incidents (7d)

0

Cameras: 10/10 online

Rank: 1 of 6

Video intelligence that stays **responsible**.

Cameras already exist in these spaces — PrepCam is engineered to add intelligence without adding new privacy risk.



No footage leaves the premises, by choice

On-premise edge processing keeps raw video local — only detections & short clips sync out.



Face data, encrypted & deletable

Biometric templates are encrypted at rest and can be purged per employee, on request.



Configurable retention windows

Set how long clips and detection events are kept, per client policy.



Employee consent workflows

Onboarding captures consent for face-recognition attendance before it goes live.



Customer-face blurring

Optional blurring for non-employee faces in stored clips and reports.



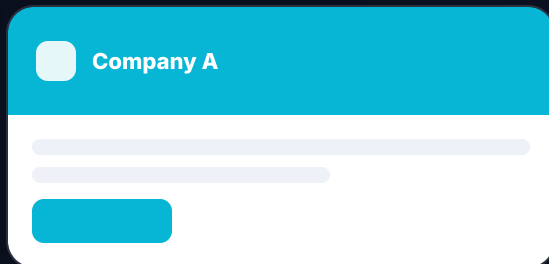
Full access audit trail

Every time a clip or record is viewed, it's logged against the viewer's account.

WHITELABEL & CUSTOMIZATION

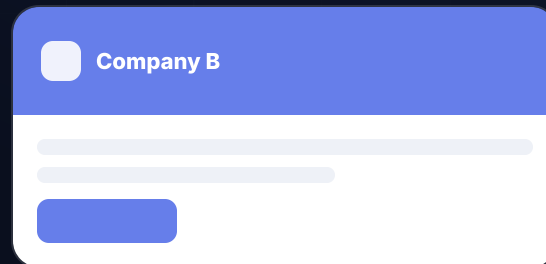
This isn't our product on your dashboard. It's **your product**, built by us.

Every PrepCam deployment ships under the client's own brand — logo, colors, domain and reports. Prepseed is the engine underneath, never the name on screen.



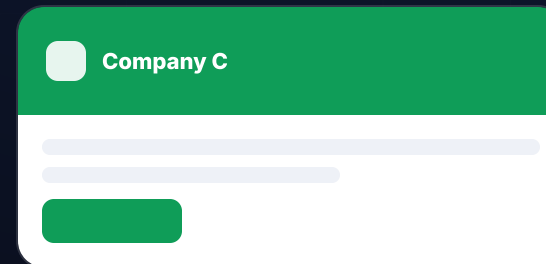
Your logo & brand color

Applied across the web dashboard and owner mobile app.



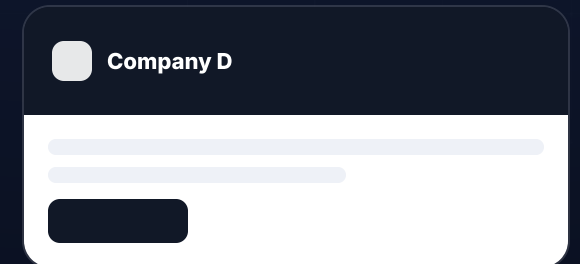
Your domain

ops.yourbrand.prepcam.com — staff never see "Prepseed."



Your notifications

WhatsApp & Slack alerts sent under your brand name.



Your SOP rules

Checklists, zones and thresholds matched to how you operate.

Your report templates

Every exported PDF and scorecard carries your branding.

Your support line

Your managers and staff reach you — never Prepseed.

Your camera vendor, kept

No forced hardware upgrade — PrepCam works with what's installed.

Your pricing

You decide what to charge your own outlets or clients.

No third-party tools. No stitched-together stack.

Most operators pay for — and babysit — a separate video analytics box, a biometric attendance device and a mystery-shopper service just to know what's happening on the floor. With PrepCam there's nothing else to buy, connect or troubleshoot.



Standalone video analytics box

→ SOP, PPE & Phone Detection — built in



Biometric attendance device

→ Face-Recognition Attendance via existing cameras



People-counting sensors

→ Zone & Heatmap Analytics from the same cameras



Mystery shopper audits

→ Continuous, automated SOP scoring



Manual safety walk-throughs

→ PPE & Uniform Compliance, checked on every frame



Excel-based SOP scorecards

→ Live compliance scores per employee & location



Zapier / Make automations

→ Native WhatsApp, Slack & payroll sync



Separate BI dashboard subscription

→ AI Insights & Reporting, built in

WHAT THAT MEANS FOR YOU



One vendor, one bill

No juggling separate renewals and support tickets.



No hardware to swap

Your existing cameras stay exactly where they are.



Your footage stays in one place

Never scattered across multiple point-solution vendors.



One team accountable

Prepseed builds, hosts and supports all of it — no finger-pointing.

Nothing to rewire. We connect to what's already there.

Deployment shouldn't mean an electrician visit. Share your camera list and our team configures zones, SOPs and alerts around your existing setup — without disrupting operations.

1

Share your camera list

RTSP URLs or NVR access for every location
— no cabling or hardware changes needed.

2

We configure zones & SOPs

Detection zones, checklists and alert thresholds are set up around your actual layout.

3

Pilot on 1–2 cameras

We tune detection accuracy against your real footage before wider rollout.

4

Roll out to every location

Same rules, same dashboard, across every outlet — live within weeks.

WHY TEAMS TRUST THE ROLLOUT



Zero downtime

Your existing CCTV keeps recording throughout onboarding.



Accuracy tuned before scale

Nothing rolls out company-wide until the pilot proves out.



No hardware lock-in

Works with the camera brand you already own.



Dedicated rollout team

A real person owns your deployment, start to finish.

WHY PREPSEED

Proven at scale, built to be yours.

Prepseed is an AI-first, whitelabel software studio based in Ahmedabad, India — building CRM, HRMS and computer-vision platforms for EdTech, Retail, Healthcare and Enterprise teams. PrepCam is built by the same engineering team already running PrepDesk's workforce platform for 400,000+ users, so you get production-grade infrastructure from day one — not a first version.



400,000+ users

Powering platforms across EdTech, Enterprise, Healthcare and Real Estate.



Zero-downtime infrastructure

Running on US military-grade servers with automatic failover — always on.



Built for scale

From a single outlet to hundreds of locations — same platform, no re-platforming later.



Real support, real people

A dedicated team for setup, tuning and ongoing customization.



\$1.2M in trusted backing

Investor-backed (2022) engineering team, not a freelance build.



Data secured across two continents

Primary data stored in India; encrypted backups held in the US.



Total data privacy

No one but you sees the full company database — every other role stays scoped.



Fast to launch

Whitelabeled & live in weeks, not quarters.



LET'S PUT YOUR CAMERAS TO WORK

Your cameras. Your SOPs. **Live in weeks.**

Book a walkthrough and we'll map PrepCam's SOP detection, attendance and AI insights to your cameras, your locations and your brand.

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