



A Brivo Solution

2026 Trends

Video
Surveillance



The world of video surveillance is moving past simple video recording to become a source of proactive business intelligence and enhanced safety. This shift is not a gradual one; it is a fundamental transformation driven by new software capabilities, escalating legal requirements, and innovative real-world use cases. Understanding these developments helps businesses determine how to best leverage their surveillance infrastructure.

This report is designed to equip decision-makers — business leaders, IT managers, and security integrators — with the information necessary to navigate these developments and build a strategy for the coming year.

The cloud and AI as indispensable engines

Every trend identified in this report is heavily influenced by one constant, which can be thought of as Trend Zero: **the sustained dominance of the cloud**. The cloud is the platform that allows business owners to access video from any device in any location. When properly protected and architected, it serves as a secure, extensible engine for new capabilities through open APIs, standard data formats, and flexible display options.

In 2026, a cloud infrastructure also ensures your system is always current. Interface improvements and bug fixes can be transparently integrated into your video management system (VMS). In many cases, firmware updates and other software improvements can be applied to all connected cameras.

Nearly as much of a unifying factor as the cloud is the **rising and fast-evolving use of AI**. For years already, AI has been a useful tool for detecting unusual or dangerous events and for turning video imagery into useful business information. (How many people are in the store? Has an assembly line stopped? Are there people in a restricted inventory storage area?) Now, though, AI is coming into its own as a tool for creating entirely new workflows, defining custom searches, and generating business-specific reports, all with minimal programming need — or even none at all.



A woman with long dark hair is looking down at a smartphone she is holding. The background is a dark, out-of-focus city night scene with bokeh lights. Overlaid on the entire image is a complex, glowing blue digital network pattern consisting of lines and dots, resembling a data or AI visualization.

Trend 1

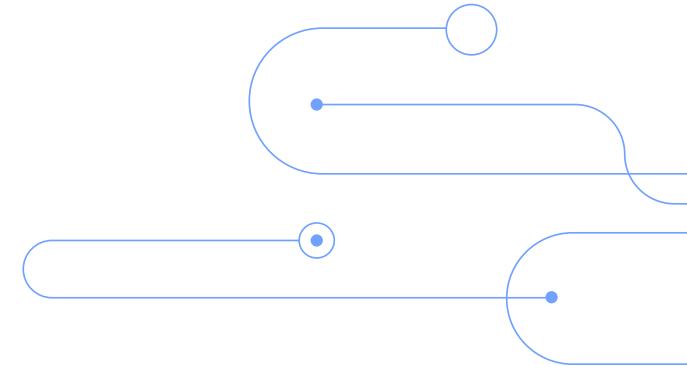
Cloud-based AI is now the default — not the exception.

Trend 1

Cloud-based AI is now the default — not the exception.

The true power of video intelligence is realized when processing and refinement happen at a massive scale in the cloud, leveraging the power of large language models (LLMs) and vast data pools. This centralized power allows AI to enable new features and multiply the value of raw data collected by existing cameras.

Cloud-based AI grows in value quickly because it benefits from a feedback loop. Always-expanding data sets — including both synthetic and real-world data — prepare AI models for a wider number of situations. And continuous fine-tuning based on real-world use increases the value to every customer simultaneously.



From identification to interpretation

Until recently, AI in video focused mainly on recognition (e.g., detecting a person, object, or motion). Now, AI increasingly enables actions driven by natural-language descriptions, and cloud models deliver the flexibility and rapid advancement necessary.

This is natural-language rule creation. No scripts. No custom code. Just defining outcomes in plain English.

“Show me every delivery vehicle that entered after 7pm last month.”

“Alert me if a person enters the warehouse after hours and remains stationary for more than 90 seconds.”

“Notify the safety manager if personal protective equipment compliance drops below 90%.”

Trend 1

Cloud-based AI is now the default — not the exception.



Meeting the trend

As AI models and automatable actions evolve together, fewer safety concerns will go unrecognized. Eagle Eye's solutions augment direct observation and foot patrols to expand safety and security.



Cloud-first deployment models are now the strategic default for most organizations evaluating new security solutions.

Source: Cisco Global Hybrid Multi-Cloud Trends Report, 2024

Trend 2

**Enterprise cloud adoption
reaches a tipping point.**

The transition to the cloud is a decades-long trend, but 2026 should mark a tipping point for enterprise cloud holdouts.

What kind of organizations haven't fully committed to cloud solutions for distributed tasks like video surveillance or access control? These are often large enterprises that historically have invested in complex in-house solutions. That approach made sense when cloud platforms lacked the flexibility and nuance required for complex security environments. That moment has passed.

The cloud is now too efficient and too adaptable to ignore, even for highly complex business domains. Business leaders, CTOs, and IT managers are prioritizing greater efficiency and predictable budgets amid rising or uncertain technology costs.

**Meeting the trend**

Cloud video infrastructure of the kind pioneered by Eagle Eye Networks enables scalable, secure video access across a building, between regions, or worldwide.

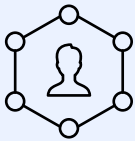
The cloud offers:

**Predictable Total Cost of Ownership (TCO)**

Cloud platforms replace the unpredictable Capital Expenditures (CapEx) of server hardware, licensing, and manual updates with a simpler, more predictable Operational Expenditure (OpEx) model.

**Transparent, hands-off updates**

Instead of coordinating version upgrades site-by-site, cloud-native systems receive security patches, interface upgrades, and feature improvements continuously. No maintenance windows. No manual rollouts.

**Unified platform advantages**

Cloud-based systems support deep integrations via APIs and common data interchange formats. For VMS users, that means a single platform can encompass not just video, but access control, event management, and incident response, for simpler oversight and faster responses.

The long-term cost of staying on-premises now exceeds the short-term cost of modernizing, turning a technology preference into a strategic decision.

Gartner forecasts
worldwide
end-user spending
on public cloud
services to total

**\$723.4
billion**

in 2025, up from

**\$595.7
billion**

in 2024.



Trend 3

**Regulation grows
as a foundational
business reality.**

Regulatory requirements — driven by international, federal, and state lawmakers — are shifting rapidly, driving the need for a flexible, cloud-native environment capable of producing verifiable, timestamped audit logs.

The scope of regulation includes specific aspects relevant to video, across industries:

- **Residential safety infrastructure:** New government mandates require businesses and landlords to deploy surveillance cameras for public safety, such as monitoring swimming pools or providing minimum security lighting.
- **Workplace health and safety:** Organizations must comply with evolving laws related to workplace monitoring, such as tracking high-heat days, ensuring the proper wearing of personal protective equipment (PPE), or reporting specific events.
- **Transaction and workplace documentation:** Time-delimited video retention is a growing requirement for highly regulated industries such as cannabis and firearms sales.

Ensuring compliance with evolving local and international laws requires a centralized, auditable platform — a core strength of a true cloud-based VMS. And as regulations evolve, policy updates can be made centrally, no matter how many sites are affected.

Besides explicit requirements for video coverage, recorded video can also demonstrate that other aspects of a business environment meet relevant standards. Depending on the environment, these may include documented safety testing, availability of exit doors and fire escapes, proper elevator function, or timely mitigation of safety hazards.



Meeting the trend

Cloud-based video retention, or a mix of on-site and cloud-based retention, allows cloud-based systems such as the Eagle Eye Cloud VMS to instantly implement policies to reflect new requirements per camera group, per site, or globally.



Trend 4

**Privacy and PII
protection become the
operational standard.**

Privacy, especially the protection of personally identifiable information (PII), is increasingly a critical focus, driven by the regulatory environment previously discussed, as well as global concerns about doxxing and data security.

The legal and ethical landscape, particularly with new state laws in the U.S. and evolving requirements in the EU, demands accountability and control that is best delivered via the cloud:

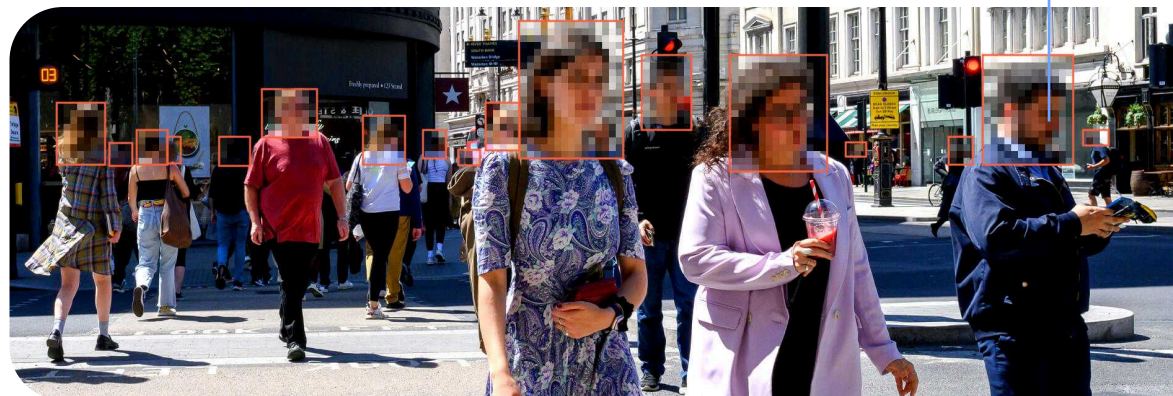
- **Cybersecurity and audits:** Cloud platforms offer multi-layered security and encryption that often surpasses what individual organizations can maintain. They provide robust audit trails and access controls required for compliance and to prove accountability in the event of a breach.
- **Global compliance:** The cloud's flexibility allows international organizations to segment, handle, and retain video data according to privacy laws across states, nations, and regions, providing a uniform technical foundation for legal compliance.

In practice, cloud architectures make these requirements easier to enforce and more transparent. Local storage may be adequately secure. But cloud storage can not only be secure, it can also be readily monitored, logged, and audited. Locally stored data, including video, can be more easily copied and distributed in unencrypted form, making transmission difficult to audit.

In cases where local (on-premises) video storage is a regulatory requirement, a cloud-based solution such as the Eagle Eye Cloud VMS can support simultaneous retention in secure, encrypted form in addition to or instead of cloud-based recording, even while continuing to allow cloud-based incident reporting, AI analytics, and live camera viewing.

Meeting the trend

Integration with technology partners such as Pimloc allows Eagle Eye Cloud VMS users to automatically redact sensitive personal information with a minimum of per-frame effort.



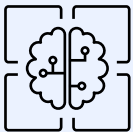


Trend 5

**Incident response gives
way to active readiness.**

Schools, municipalities, and businesses are moving toward proactive detection to prevent dangerous conditions before they escalate.

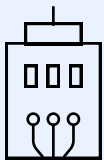
Organizations of all kinds are deepening connections with law enforcement and other first responders, before a crisis reveals time-wasting gaps. For cloud video surveillance, this means providing immediate, actionable intelligence:



AI-driven risk identification: AI shifts from simply recording events to identifying risks such as unattended children, abandoned bags, slippery spills, or sudden increases in crowding.



First-responder integration: Collaboration is paramount. If shared, information gleaned from cameras greatly increases situational awareness for firefighters, police, or medical technicians, so they aren't entering a scene blind.



System-wide action: Integrating video with access control and event management enables automated responses, such as initiating a lockdown or triggering a safety protocol, the instant a threat is detected.





AI-enabled video analytics are increasingly being used to support proactive risk detection and operational visibility, not just post-event review.

Source: Deloitte AI in Enterprise Report, 2024



Meeting the trend

Eagle Eye 911 Camera Sharing can securely transform on-site cameras into direct visual information for first responders.

A close-up photograph of a hand holding a black handgun. The image has a strong blue color cast. An orange pill-shaped button with the text 'Trend 6' is overlaid on the hand.

Trend 6

**Gun detection emerges
as a critical feature.**

The conversation around gun detection has shifted from one of possibility to one of responsibility.

Fast, accurate gun detection is a suddenly sought-after feature of video surveillance in schools, workplaces, public venues, and multifamily dwelling spaces. Spotting weapons, and firearms in particular, is a tool for minimizing the danger of violence. Guns are generally drawn and visible before they are actually used. That means fast identification and driving a fast response could, in many cases, save lives.



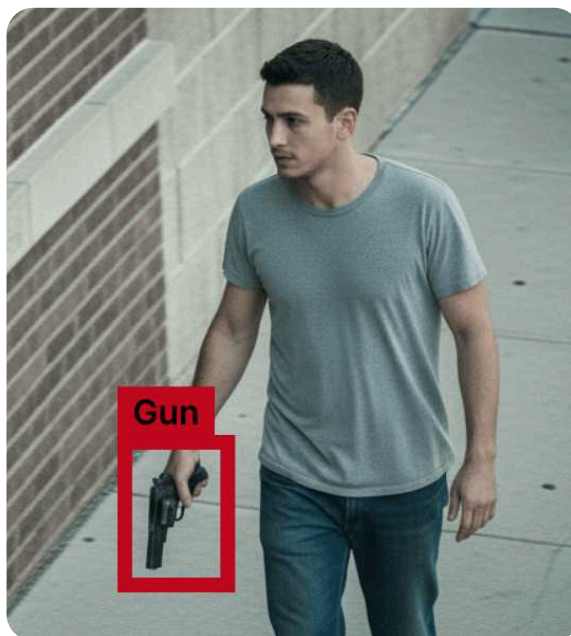
Meeting the trend

Eagle Eye Gun Detection includes Triple-layer Verification, combining AI and human expertise for confident detection of weapons on your premises.

Video-based detection using AI has practical advantages over alternative means of detecting guns, especially in areas already covered by security cameras:



Use of existing assets: Leveraging cameras already in place to detect firearms simplifies system design, and additional cameras can be added without requiring radical, system-wide change. Detection covers a wide field of view, not only a constricted area such as a check-in cordon.



Proactive, specific intelligence: Because it relies on continuous visual analysis, it is more proactive than gunshot detection. Visual detection can alert personnel before a weapon is fired. It also does not rely on more ambiguous cues such as gait or facial expression analysis.



Cloud-driven refinement: By detecting guns using cloud-native AI processing, the underlying models can be instantly and transparently updated as new data becomes available. Such model refinement is crucial for distinguishing between legally carried weapons (in many contexts, holstered or cased weapons are not a cause for concern) and a gun actually in hand.



Trend 7

**Parking becomes a key
operational driver.**

Parking areas — from small EV charging stations to massive event lots and auto dealerships — are increasingly recognized as high-value assets.

Whether unattended satellite lots served by shuttle buses or gate-accessed underground garages, parking areas are complex environments prone to collisions, theft, and unauthorized access, often suffering from poor lines of sight.

That's especially true for parking in temporary or improvised lots, such as those at a festival or other event, or in outlying satellite lots that may be difficult to patrol in person and may not be easily covered by conventional video surveillance that requires available power and network bandwidth. These less-patrolled lots are often used for long-term parking, such as at airports and other transportation hubs, where vehicles also face a more prolonged exposure to theft or accidental damage.

Video-backed intelligence is now the essential tool for managing the entire parking experience, as parking space management moves beyond security and becomes an operational asset.

- **Infrastructure management:** Cloud-managed systems provide crucial security for remote or temporary locations. They allow proactive monitoring for collisions, theft from autos, and damage from infrastructure failure (such as a malfunctioning gate or water pipe leak).
- **Optimized operations:** As companies navigate evolving office-attendance policies, convenient parking becomes a benefit for employees. For retail locations, full parking lots are a source of frustration and wasted time. With real-time visibility into parking lot capacity and use, and with visual data to show usage patterns over time, parking spaces can be intelligently marked as reserved, shared among employees, or available for visitors.
- **Turning parking spaces into assets:** Companies can track space utilization not just to provide an optimal parking experience for employees, customers, or residents, but with the aid of remote access controls, can convert empty spaces into rentable assets.



Meeting the trend

Eagle Eye's License Plate Recognition (LPR) incorporates advanced license plate recognition. Together with AI tools and automations, it can form the core of a smart parking solution.

The convergence of these seven trends paints a clear picture: **Video surveillance is no longer a reactive security tool.**

It is becoming a central operational layer, drawing on both big-picture movements and practical applications: modern video surveillance is active and strategic, rather than a necessary but purely reactive task for businesses, schools, and communities.

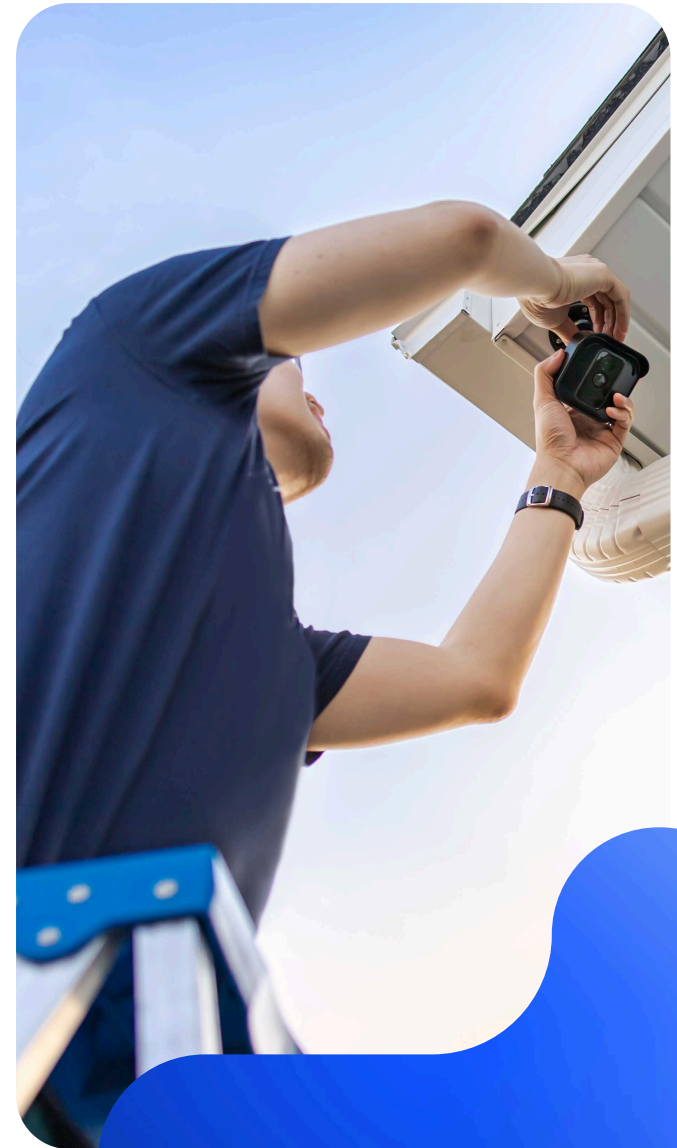
The future of video intelligence is defined by agility and integration. As the industry advances, the question for organizational leaders shifts from “Do I need video surveillance?” to “Is my current platform flexible enough for what’s coming next?”

The foundation for success lies in an open, cloud-native platform that can:

- Easily integrate new AI and analytics features without requiring costly hardware replacements at every site.
- Centralize secure video retention, PII protection, and auditable data trails to navigate the global regulatory landscape with confidence.
- Unify disparate applications — from public safety to parking lot management into an easy-to-navigate interface.

And for the enterprise holdouts, this is the year to recognize that the cost of maintaining obsolete, siloed systems now far outweighs the flexibility and predictable pricing of the cloud.

The question is no longer whether video is needed, whether the cloud is a vital element, or whether AI is ready enough to make a real difference. The question is whether the system in place is prepared for what’s next.





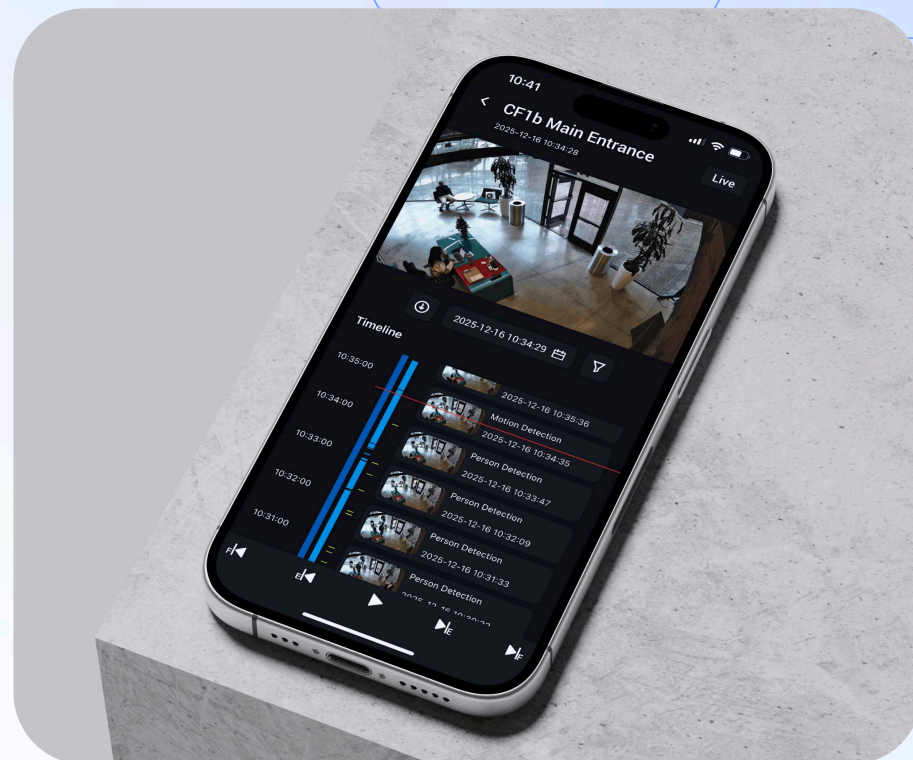
A Brivo Solution

About Eagle Eye Networks and Brivo

Eagle Eye and Brivo have merged to create the world's largest cloud-native physical security company. With this change, Brivo can deliver a unified security platform to businesses around the world. Learn more at een.com and brivo.com.

Eagle Eye Networks has been the global leader in cloud video surveillance since 2012, delivering cyber-secure, cloud-based video with artificial intelligence (AI) and analytics to make businesses more efficient and the world a safer place. Businesses of all sizes utilize the Eagle Eye Cloud VMS (video management system) to centralize their video surveillance and obtain better security and operations.

Brivo is the global category leader in cloud-native physical security, operating the world's largest unified enterprise security platform for commercial and multifamily real estate.



www.een.com | sales@een.com

2026-01-26 © Eagle Eye Networks. All rights reserved.



Scan to learn more

een.com/product/vms-video-management-system/