



## 1 Utama Mall Controls Security Costs and Expands Surveillance with AE Security and icetana AI

1 Utama, one of the biggest shopping malls in the world, and the largest in Malaysia, attracts millions of visitors each year. Spanning more than 5.5 million square feet, the mall houses hundreds of stores, restaurants and entertainment venues. With such a vast footprint and heavy daily traffic, keeping shoppers, store owners and staff safe is a complex and ongoing challenge.

To meet this challenge, AE Security System, a leading Malaysian provider of security guards and integrated surveillance solutions, works tirelessly to protect the mall's visitors and assets. But with traditional security systems, even the most vigilant teams faced limitations.

### The Challenge: Monitoring Millions of Square Feet in Real Time

Covering 1 Utama's massive complex requires more than 1,000 security cameras. In a conventional control room, operators must actively watch a multitude of camera feeds simultaneously, which is difficult and costly. As a result, many incidents go unnoticed until reported, delaying response times and putting safety at risk.

"Manpower is getting more expensive in Malaysia, and our clients want cost-effective solutions," said Yasmin Moktar, managing director of AE Security Systems.

1 Utama, therefore, wanted to provide comprehensive security that improves response times while managing costs.

## The Solution: Self-Learning AI Video Surveillance

AE Security turned to icetana AI to transform 1 Utama's security operations. By integrating icetana's self-learning AI video surveillance system, they shifted from a reactive model to a proactive one.

With icetana AI, a single operator can monitor up to 500 cameras. Instead of staring at every feed, operators receive real-time alerts when the system detects unusual activities, such as loitering, aggressive movements, falls or medical emergencies.

Unlike traditional systems that require complex setup and manual configuration, icetana's AI learns on its own. It continuously analyzes activity across all cameras to understand what "normal" looks like, automatically improving over time.

"Most AI-based solutions need configuration by the operators, which means it would take a lot of time to set up. And we have to monitor the system itself," said Moktar. "With icetana, what impressed us the most about the product is that it uses a self-configuring and self-learning AI to detect unusual events. Essentially, the longer you use the system, the better it will detect any anomalies in the environment."

## The Results: Faster Response, Greater Efficiency

The impact at 1 Utama was immediate and dramatic. Before implementing AI, the control room primarily functioned as a review-and-report center. Operators would replay footage after an incident to understand what happened. Now, the control room acts as a real-time response hub, empowering operators to act instantly when threats emerge.

"With AI, the control room detects events or emergencies immediately when they happen. Then they will dispatch the nearest security guard to attend to the issue," she said "This has helped us improve response times tremendously.

By automating the detection process, icetana AI reduced the need for large teams of operators. Instead of manually watching hundreds of cameras, operators are free to focus on resolving incidents, improving both efficiency and cost-effectiveness.

Within the first quarter of implementing icetana at 1 Utama, they reduced their on-ground staff by 13%, with plans to achieve an additional 7% reduction in the following quarter. Previously, they required more personnel to support the control room, as operators could not monitor every camera effectively without AI.

Moktar believes that adopting AI-driven systems is a strategic move for the future of security.

For 1 Utama and AE Security, icetana's AI has become more than just a tool. It's a game-changer that turns surveillance cameras into active, intelligent sentries. As the mall continues to expand and evolve, this technology ensures its security operations will always stay one step ahead.