

Rentokil

The Experts in Pest Control

Rodent 93%



PestConnect Optix: AI-powered pest control cameras



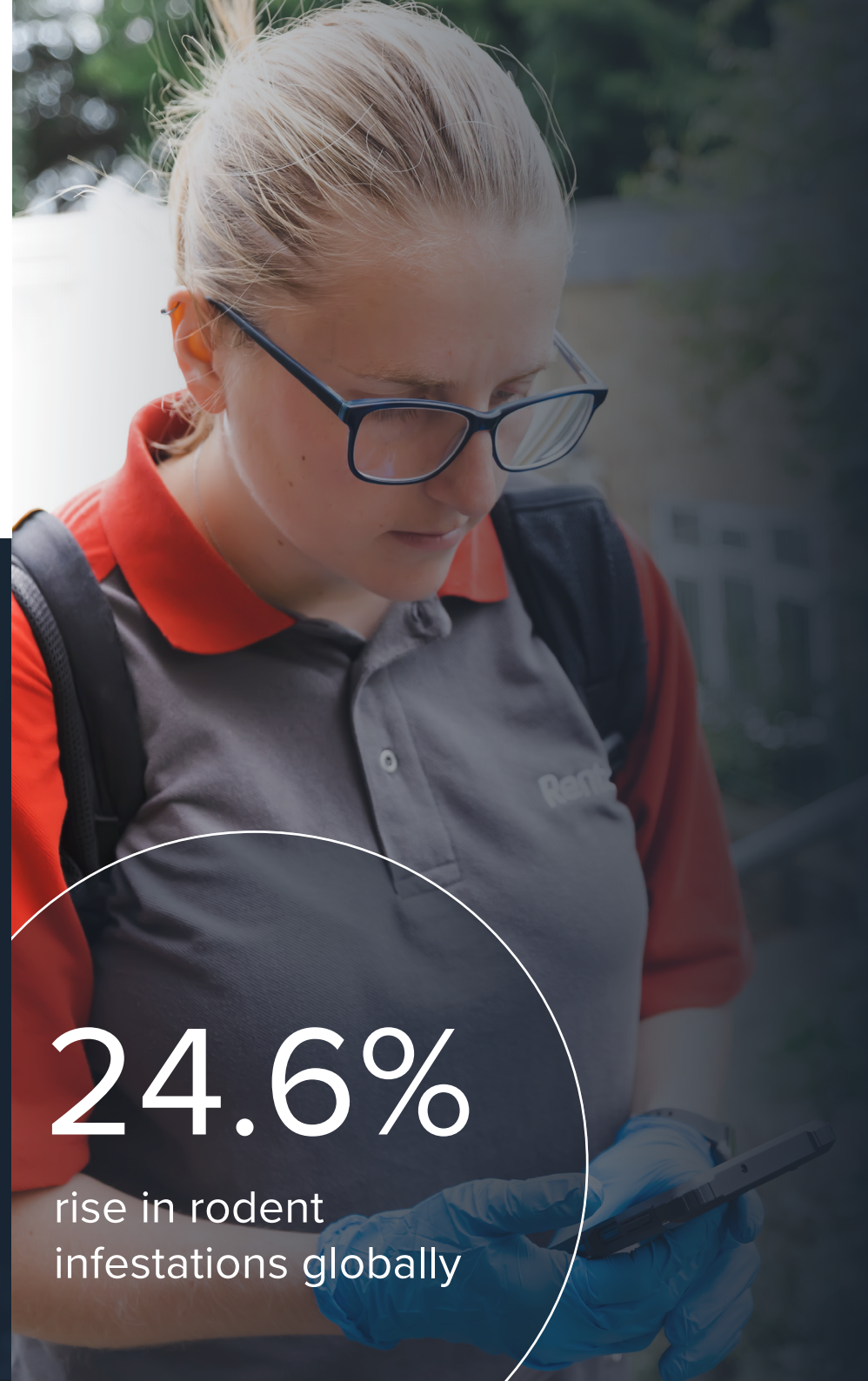
Traditional rodent control

Traditional rodent control can help businesses tackle rodents using effective and proven control methods, but it can have limitations. For example, the recovery programme typically begins only after a scheduled visit uncovers signs of an infestation. However, it could be weeks before we have evidence of pest activity. Rodents breed rapidly, and a site that appeared to be pest free during one visit might experience a sudden escalation by the next, leading to more severe and costly issues. But, connected pest control is helping the recovery programme start earlier than ever.

How connected devices can transform your pest management

Let's begin by exploring what PestConnect is and the benefits of connected devices, before delving into the next generation pest control camera technology. With connected pest-control devices, technicians can begin the recovery programme sooner without having to wait for the next service visit. These devices alert our technicians of pest activity in near-real-time, so they can intervene quicker and help mitigate the risk of more extensive damage to your business. With **pest infestations globally rising by more than 5%**, and some industries seeing a **24.6% rise in rodent infestations globally**, now's the time to consider switching to connected pest control.

Unlike traditional methods, PestConnect — our system of digitally connected rodent-control devices — provides 24/7 remote monitoring, so you can rest assured that your premises are protected even outside of service visits. The system effectively detects, captures and eliminates rodents.



24.6%

rise in rodent
infestations globally

The benefits of PestConnect over traditional pest control



Enhanced protection against costly infestations with **24/7 monitoring** for continuous peace of mind.



Quick, expert resolution as PestConnect can resolve rodent activity **twice as fast**, minimising your company's downtime.*



A rodenticide reduction of up to 60%, so we can protect your premises while helping to protect the environment.*



A data-driven service so we have a better understanding of your pest risks and can be more targeted in our approach.

A rodenticide reduction of
up to 60%

*Based on a comparison of rodent activity duration and rodenticide bait use at customer sites transitioning from non-connected to connected pest control. All data on file.

Introducing the next generation of connected pest control

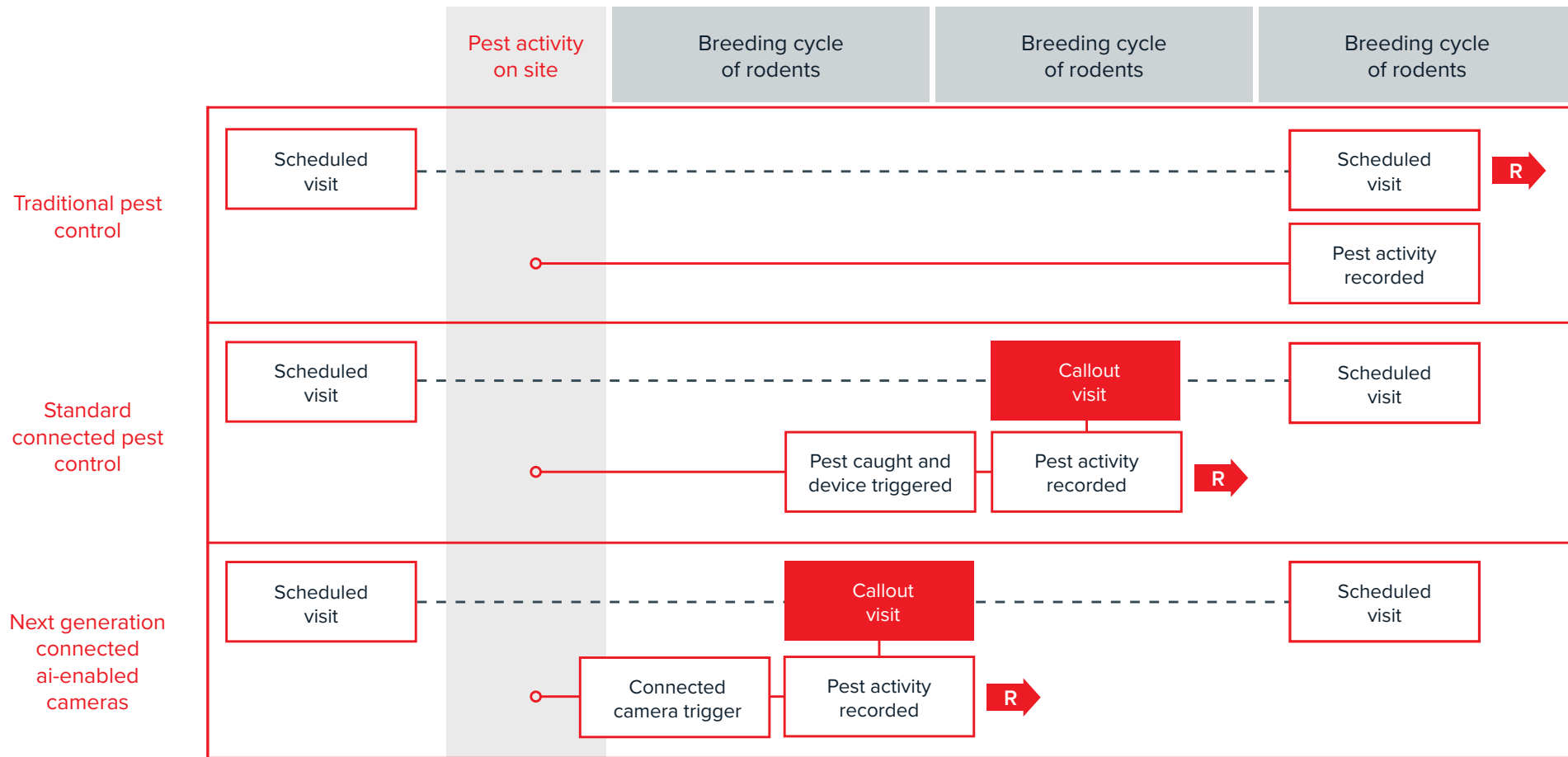
Now, we're taking PestConnect to the next level with PestConnect **Optix** — AI-powered pest control cameras designed by Rentokil to always be on watch, so you don't have to be for ultimate protection and peace of mind.

PestConnect Optix sets a new standard in pest control while seamlessly integrating with our digital ecosystem to provide unparalleled visibility of pests. Our discreet cameras continually monitor hard-to-reach or unmanned areas in your sites. Using sophisticated, AI-enabled technology, they automatically detect, identify and alert our team to pest activity earlier than ever before, helping deliver more effective resolution, faster.



Starting the pest recovery programme even earlier with PestConnect Optix

PestConnect Optix can revolutionise your pest control. These groundbreaking cameras monitor your environment 24/7 for rodent activity and act as an early warning system. As soon as a rodent is identified, our team is automatically alerted for expert intervention before issues can escalate.



R Recovery programme

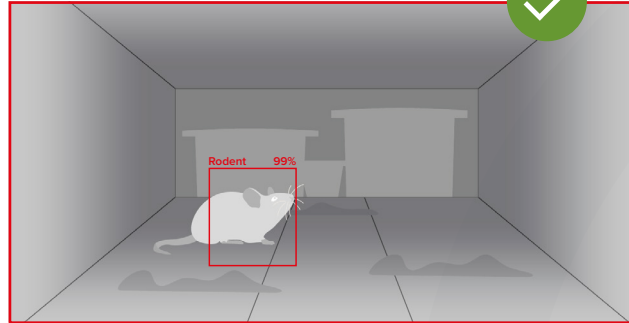
How PestConnect Optix works

1.



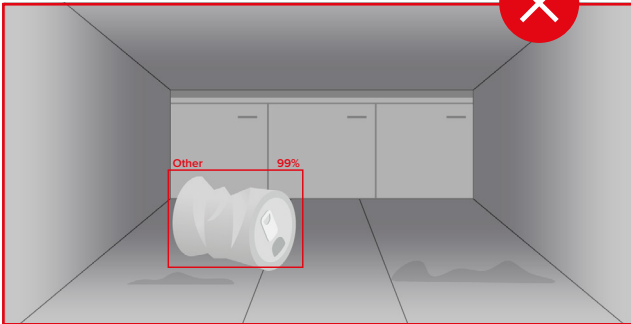
Cameras are positioned in hard-to-reach or unmanned areas to capture images, with the passive infrared sensor detecting movement.

2.



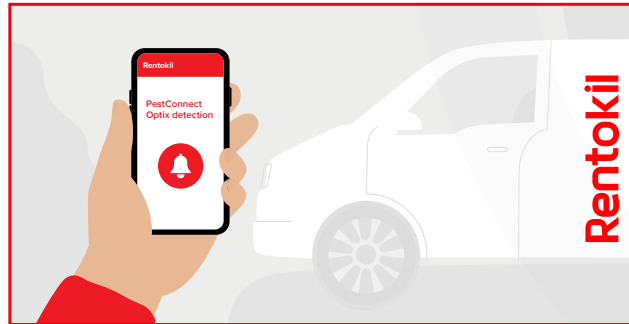
Our unique image-processing pipeline has been built to identify rodents and each image is scanned for any possible detections.

3.



Machine learning will also remove irrelevant content and highlight only rodent detection to avoid false positives.

4.



Our team is then automatically alerted to take action.



A flexible solution for a range of scenarios

These cameras are a versatile solution for a range of businesses and scenarios. They can help businesses that need to tackle challenging rodent issues by monitoring rodent behaviour — including whether rodents have taken the bait placed to control them and strategically placing traps in the best spots to catch rodents. They can also help those that are looking for ongoing monitoring and assurance that Rentokil have got it covered. PestConnect Optix's versatility makes it the perfect solution for various scenarios.

Recommended locations for PestConnect Optix

Ideal locations for camera placement include:

- Ceiling and roof voids
- Wall and floor voids
- High-risk areas that are often unmanned, such as server or electrical rooms
- Under chillers or racking

Our connected camera offering gives customers an alternative solution for these challenging areas that are difficult for technicians to access by providing enhanced visibility in these locations. It offers discreet and strategic monitoring. A technician will also conduct a thorough site evaluation to determine the most appropriate placement for the device, ensuring optimal coverage and effective monitoring.



How your business can benefit from AI-powered pest-control cameras

Let's look at some of the cutting-edge features PestConnect Optix offers, and most importantly how they can benefit your business.

Faster, more effective resolution of pest issues

to protect your business and brand, thanks to the combination of technology and expert service for early detection and intervention.

Could help you save time and money in wasted visits

as our groundbreaking AI technology ensures high-accuracy rodent detection that automatically filters out false positives and raises activity alerts.

More protection with less disruption

with small and discreet cameras that can be installed in hard-to-reach or high-risk areas.

Better transparency of what's happening at your site

with myRentokil integration that gives you evidence of pest activity at your fingertips.

Peace of mind

your staff's privacy is protected. Our cameras are GDPR compliant with automated privacy blurring in the unlikely event human faces or bodies are captured.



“
**It's a new era
in pest control**
”

See what our customers are saying about PestConnect Optix

Businesses like yours have already transformed their pest control and are enjoying next-level confidence with PestConnect Optix. Here's what they had to say.

A Quality Assurance Manager at a global fast-food chain said, **“It's such a benefit to identify any pests so quickly, and it allows for a quick response from Rentokil to solve the issue and remove any entry points for the pests, helping to give us peace of mind and keep our sites protected.”**

When asked about recommending Rentokil's camera technology to others, they responded, **“Yes. It's a new era in pest control”.**

They continued by stating, **“Once it's implemented, you instantly see and feel the benefits. When you see the images come through that the cameras capture, you can just trust Rentokil to solve it.”**



Your questions answered

Will PestConnect Optix interfere with my IT systems?

No, our camera solutions come supplied with their own WiFi router and encrypted network which will only work for those devices. The router will be made obvious that it belongs to Rentokil and will be installed close to the camera products.

Will I have access to all the images taken at my site?

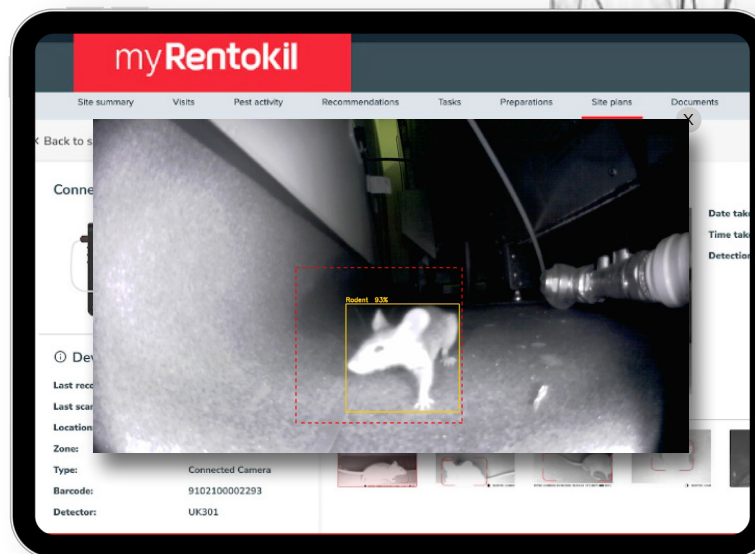
On myRentokil, you can view selected images from cameras on your premises. Your account team can assist if you need access to additional images.

How are you managing GDPR?

We comply with GDPR and global privacy laws, using a 'privacy by design' approach. Images rarely contain Personally Identifiable Information (PII), but if humans are detected, they're automatically blurred.

How do I know my data is safe?

Rentokil Initial is highly committed to managing information safely and securely. Our connected cameras, like PestConnect and myRentokil, are ISO 27001 certified, the leading international standard for information security management.



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Discover how PestConnect Optix can transform your pest management:

www.rentokil.com

