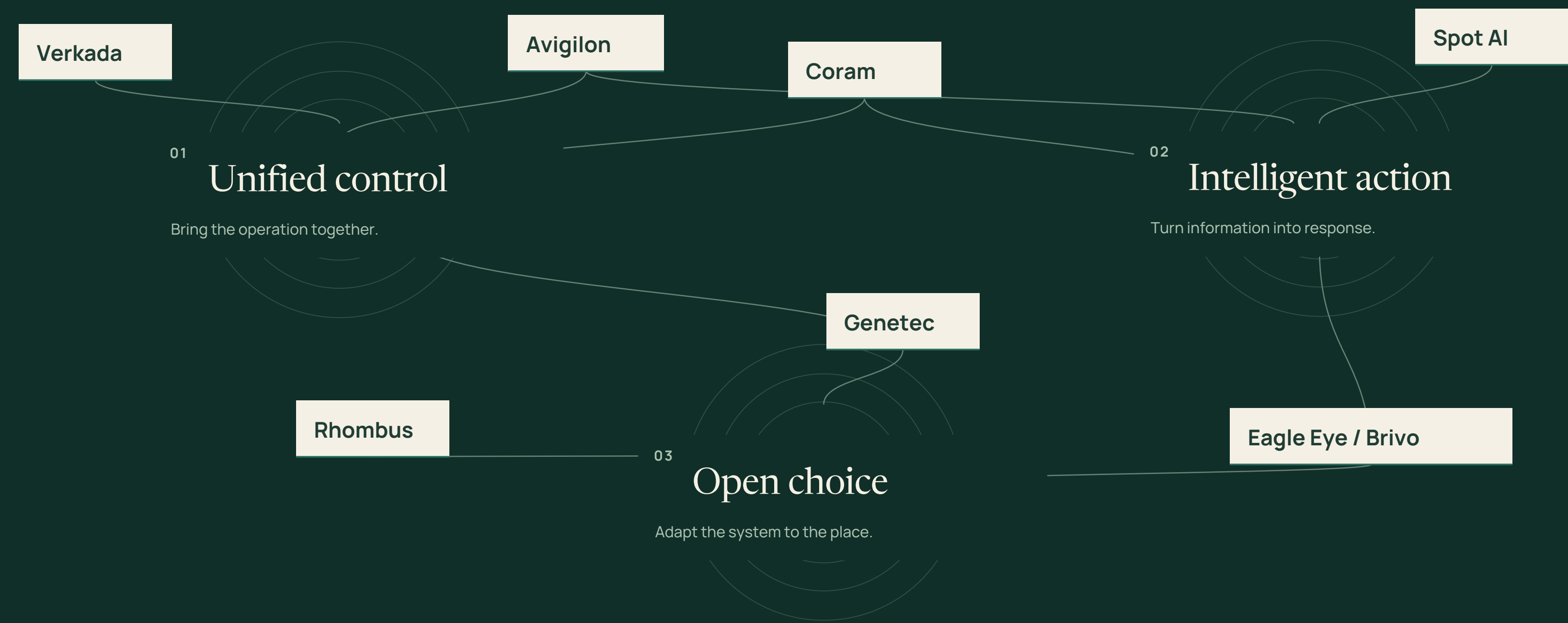


What are they really buying?

Security is the entry point. The competing stories organize confidence around control, action and choice.



CORAM / PROPOSED STRATEGIC OFFSET

The capability of the people who look after a place.

A category of different relationships.

BRAND	PUBLIC EMPHASIS	DESIRE / INTERPRETATION	BRAND + CUSTOMER ROLES / READING	METAPHOR / READING
Coram	AI-native unification	Security / control	Sage / technical enabler / Capable controller	One connected view
Verkada	Integrated command	Security / mastery	Ruler + Sage / Informed security leader	Command center
Spot AI	Agentic operations	Security / effectiveness	Magician / tireless worker / Operations improver	AI teammate
Rhombus	Open adaptability	Security / autonomy	Sage / adaptable builder / Flexible system owner	Adaptable foundation
Genetec	Unified open protection	Security / continuity	Guardian / trusted steward / Everyday protector	Connected protection
Avigilon	Professional intelligence	Security / preparedness	Guardian / expert / Professional responder	Intelligence ecosystem
Eagle Eye / Brivo	Cloud video + business value	Security / resourcefulness	Sage / optimizer / Resourceful operator	Eyes across the operation

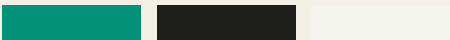
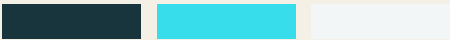
The desire, archetype and metaphor fields are strategic interpretations of public messaging. They are not the companies’ declared frameworks or findings from customer interviews.

Who does the customer get to become?

BRAND	IDENTITY / FIRST-PERSON READING	ASPIRATION / READING	AFFILIATION / READING
Coram	I can stay on top of this.	Run a more responsive place.	Staff + responders
Verkada	I am in command.	Scale protection coherently.	Security + IT leaders
Spot AI	I make every shift work better.	Extend the team’s capacity.	People + AI coworkers
Rhombus	I can choose what fits.	Grow without losing options.	Teams + integration partners
Genetec	I protect what keeps life going.	Coordinate a resilient operation.	Operators + wider ecosystem
Avigilon	I am equipped to respond.	See farther and verify faster.	Security teams + Motorola ecosystem
Eagle Eye / Brivo	I get more from what we have.	Improve safety and operations.	Operators + partners

These are analyst readings of the implied customer story, not customer quotations or measured perceptions.

A shared grammar. Different emphases.

BRAND / OBSERVED PALETTE	FORM / UNITY TO VARIETY	MEANING + VERBAL TONE / READING	IMAGE / OBSERVED EMPHASIS
Coram 	Unified base; varied product scenes	Reassuring control; active claims / Comprehensive / assertive	Product + customer proof
Verkada 	Monochrome unity; product spectacle	Authority; launch energy / Confident / declarative	Hero hardware / platform
Spot AI 	Dark unity; violet activation	Ambition; productive urgency / Energetic / labor metaphor	AI-led framing / interface
Rhombus 	Dark unity; cyan contrast	Reassurance; clear activation / Assured / choice-led	Hardware within real places
Genetec 	Blue unity; diverse application cues	Reassurance; professional competence / Purposeful / reassuring	Human operator / platform
Avigilon 	White-ground unity; blue identity	Assurance; response emphasis / Authoritative / action-led	Product-led rotating stories
Eagle Eye / Brivo 	Blue base; lime + orange variety	Commercial activation; assurance / Practical / expansive	Illustrated place / use cases

Qualitative reading of sampled homepage views. Swatches approximate observed relationships, not official color specifications. Form and meaning are separate lenses; visual activation is not the same as task difficulty.

Earn relevance. Then give it human meaning.

01

Belong to the category

Keep credible security competence, inspectable evidence, a believable deployment path and useful product explanation.

02

Resist the pull

Avoid making AI, a camera render or a generic promise of speed the entire story. Give ordinary responsibility a specific face.

03

Prove the offset

Carry recognition, human choice and team preparation into onboarding, components, support and learning. A warm palette alone cannot earn this position.

02 / THE OPEN DAY

Recognition



Test recognition: do people see the work of their own day? Keep a clear path from the human story to product evidence.

03 / THE SHARED EFFORT

Affiliation



Test affiliation: does the system suggest colleagues supporting one another? Keep the energy appropriate to a serious responsibility.

04 / THE STEADY HAND

Autonomy



Test autonomy: can people understand the evidence and choose a next step? Keep the human voice present as the structure becomes precise.

Approach 1 remains the existing foundation. Approaches 2–4 are candidate offsets, not established market poles.

Observed claims. Interpreted meaning.

Coram <https://www.coram.ai/>

Product workflows; customer accounts; existing-camera story. Breadth and AI are crowded reasons to choose.

Verkada <https://www.verkada.com/>

Integrated devices; deployment; support; privacy principles. Explicit support for human judgment prevents an agency-only claim.

Spot AI <https://www.spot.ai/>

AI agents; operational scenarios; existing-camera support. A teammate metaphor already belongs in the competitive story.

Rhombus <https://www.rhombus.com/>

Open API; integrations; cloud-edge model; customer accounts. Flexibility and control are already explicit.

Genetec <https://www.genetec.com/>

Open platform; customer applications; category breadth. Everyday life is active territory, not an empty space.

Avigilon <https://www.avigilon.com/>

Alta + Unity; analytics; hardware; training ecosystem. Expert support and preparation are established category expectations.

Eagle Eye / Brivo <https://www.een.com/>

Camera compatibility; cloud VMS; business-use scenarios. The site announces a Brivo merger; treat this as a changing brand system.

Scope: Coram and six relevant public competitors in AI-enabled physical security. Homepage messaging and visible design reviewed 20 September 2026. This is a bounded brand audit, not an exhaustive vendor census, performance benchmark, market-share study or customer-perception survey.

Visual limitations: Spot AI’s hero media was blocked while its site chrome and copy were visible; Avigilon’s rotating hero media did not load. Eagle Eye’s site explicitly announces its Brivo merger. No superiority or exclusivity is inferred from an absent message.