

# Retail Security Made Simple

Delivering smart, secure and healthy retail environments with the cloud



Retailers are challenged with providing safety and security for employees, customers and data. Having the wrong solutions in place can slow down response times and affect the ability to protect people, recover valuable assets, and keep business operations running smoothly. Learn how the digital transformation of physical security is changing the way businesses across the globe deliver smart, secure and healthy work environments.

The power behind **your mission**



# The digital transformation of physical security

## Security challenges

Like every other part of society, no business is immune to accidents, theft and violence. These incidents are not always tragic, but they almost always cause monetary losses, as well as a disruption to business operations. The task of providing safety and security for employees, customers and data in an age where people are asked to do more with less can be challenging.

## Financial challenges

Preferring to devote budget for retail and business operations rather than security, most security directors and building managers are looking for value in every security purchase. In the past, technology constraints made enterprise and government grade video surveillance, CCTV and access control solutions too expensive to manage and or scale for the retail sector.

There was a huge quality gap between cost effective solutions and truly effective solutions. This gap has forced many businesses to make tough decisions around security measures. To make matters worse, having the wrong solutions in place can slow down response times and affect the ability to protect property, recover valuable assets, and keep employees and customers safe.

## Technological challenges

Yesterday's surveillance and access control solutions were cumbersome to manage for everyone involved.

From an IT perspective, surveillance systems required expensive network video recorders, dedicated operating systems, and routine software updates or firmware upgrades. Installing cameras off-network was difficult and created security vulnerabilities. When access control involved IT, it included doors that needed to be connected to a network, dedicated access control software, and manual software updates.

From a building management perspective, access control has always been a hassle. It involved the management of physical keys and frequent lock changes. Access control solutions have evolved, but most solutions only replace the issuing of keys with key fobs or cards instead. These solutions only solve half of the problem.

From a security operations perspective, yesterday's solutions were not integrated, disconnected and couldn't scale. Access control and video surveillance were managed on different systems and video surveillance required people to log in and out of different accounts to view footage across multiple locations. Useful video analytics that could streamline security operations often required heavy processing power – making it too expensive. These limitations have made managing, monitoring, searching and sharing security data slow. Yesterday's video surveillance mainly served as a forensic tool and couldn't provide the actionable intelligence of today's surveillance solutions.



# Along came the cloud

With rapid advancements in cloud computing, the video surveillance and access control technology marketplace is significantly different from what it was just a decade ago. Today's physical security solutions live in the cloud and they bring all the typical benefits associated with any digital transformation— centralized management, scalable solutions, access to tools that require powerful processing, and reduction in costs. This shift in technology is rapidly changing the way security solutions are managed, installed and purchased.



## A Look at Modern Security

Imagine that you no longer have to buy big, expensive network video recorders that run on windows and require IT support. Imagine controlling access without the use of keys, fobs, cards or doors connected to a network. It's all gone. All of that is in the cloud now.

### Security simplified

The cloud gives organizations access to centralized management of video surveillance and access control. This means they can control cameras, doors, alerts and permissions across their buildings, warehouses and retail locations from one browser, anywhere in the world. Since data can move easily through the cloud, sharing information has never been faster. This increase in speed and accessibility, transforms video surveillance footage from forensic data into actionable information that can be quickly and easily distributed across entire organizations or shared with first responders and police.

### Smarter technology

The processing power of the cloud increases accessibility to an array of intelligent, industry-focused tools. These analytics, intelligence, and AI help organizations improve security operations and help drive operational efficiency beyond physical security.

Access to smarter technology allows security staff to focus on moments that matter the most. Tools like camera-specific people detection, crowd formation, linger detection, and object detection or removal can be used to automatically alert security staff as events unfold. Where live monitoring is deployed, staff can do more with less people by filtering-off camera feeds without specific activity and leveraging custom views to only see certain locations or cameras.

The benefits of smarter technology extend beyond security. Frictionless access can increase operational efficiency. Tools like skin temperature alerts can help provide healthier work environments. Camera heat maps can provide data to inform marketing how customers move through a retail environment.

### Scalable operations

With everything centrally managed through the cloud, scaling security has never been easier. An unlimited number of cameras and access control points can be added to a single instance. Custom floor plan views, map views, and powerful dashboards help keep data organized. As you scale there is a proven solution for every scenario. Data can be stored locally, in the cloud, or with a hybrid approach. Access control points can work on-network or off-network by leveraging mobile credentials. Cloud Cameras connect directly to the cloud, while Cloud Gateways are used to connect existing cameras to the cloud. Plug and play cellular solutions are commonly used for remote areas, such as parking lots, warehouses, and areas without network access.

### Streamlined costs

Cloud technology makes video surveillance and access control affordable. By moving costly infrastructure to the cloud, organizations can typically see a reduction in the total cost of security by 20% to 30%. Organizations save both on upfront costs and on maintenance. The digital transformation of physical security is also changing the way these solutions are bought and sold. Organizations can choose to purchase hardware upfront and pay a low, cloud subscription fee or they can get everything as a subscription and never worry about hardware or camera replacement.

# Physical Security in the Cloud

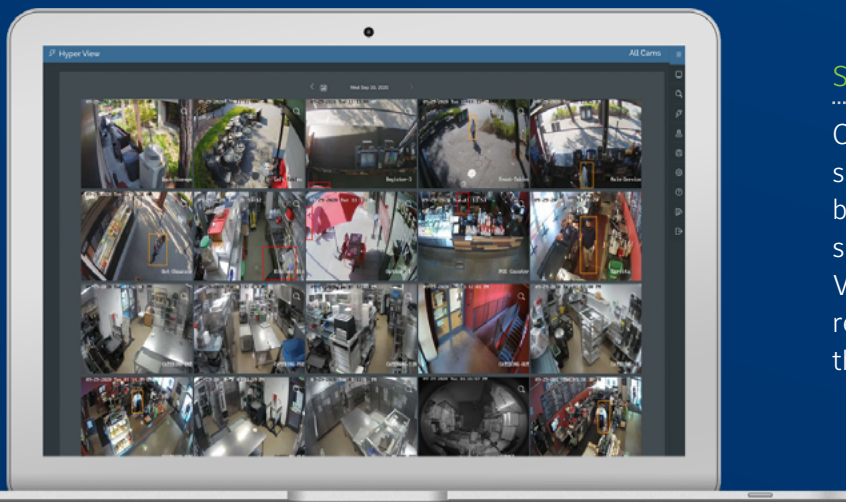
## Centralized Management

Control cameras, doors, alerts and permissions across an entire business all from one browser. Custom floor plan views, map views, and powerful dashboards help keep data organized and easy to manage.



## Streamline Access Control

Shops, offices, warehouses and anything that needs a lock is managed directly through the same software used for video surveillance. Access control points can work on-network or off-network by leveraging mobile credentials.



## Share Information Faster

Cloud technology makes searching and sharing information faster than ever before. Sharing surveillance footage takes seconds. Powerful search tools like Hyper View can let you scan through 24 hours of recorded video on up to 100 cameras at the same time in seconds.

# Delivering smart, secure and healthy retail environments with the cloud

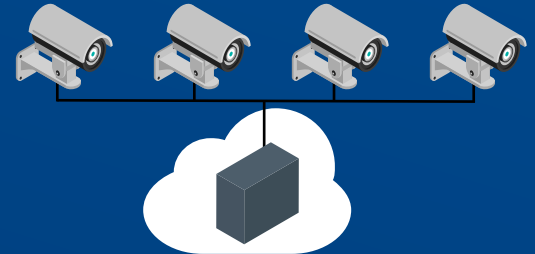
## Deploy Cloud Cameras

An array of Cloud Cameras connect directly to the cloud. Data can be stored locally on the camera or in the cloud.



## Reuse Existing Cameras

Connect your existing camera networks using Cloud Gateways.



## Work Smarter

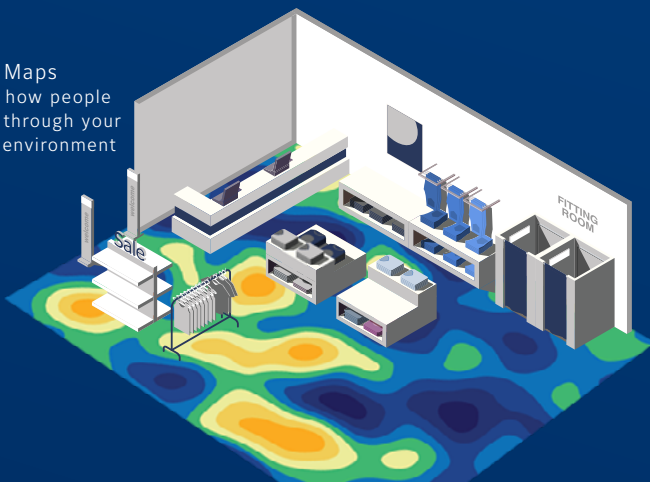
Tools like camera-specific people detection, crowd formation, linger detection, and object detection or removal can be used to automatically alert security staff as events unfold.

Camera heat maps show how people move through a retail environment and provide data to inform marketing. Cameras over casher stations tie into POS systems to prevent employee theft.

## No Network, No Problem

Cellular solutions connect directly to the cloud with a built-in, cellular modem. They are commonly used for remote areas, parking lots and warehouses without network access.

Heat Maps  
Learn how people move through your retail environment



## Temperature Screening Stations

Thermal cameras placed at main entry points can send skin temperature alerts to help provide a healthier environment for employees and customers.



For more information visit [www.cloudvue.io](http://www.cloudvue.io)