



Get More Out Of The Store

Security technologies enable retailers to go beyond loss control.

by Jumbi Edulbehram

Video surveillance is the most prevalent and expensive in-store technology deployed in retail stores because it is critical to reducing shrink. Stores capture hours of video footage on a daily basis to augment the capabilities of in-store personnel and cut losses. For LP departments with limited resources, adding surveillance cameras is a cost-effective way to put more “eyes” on the store. However, more cameras lead to more captured video and without effective tools to mine video footage, it is impossible for retailers to turn video into actionable intelligence.

To date, retailers invested tens of thousands of dollars in analog-based systems, but analog technologies lack the advanced feature sets found in IP-based products to help them analyze video effectively. With the power of network-based security devices, retailers can automate previously manual processes, such as reviewing video footage. Furthermore, intelligent video systems combine traditionally separate subsystems into a single platform to deliver customized reports across multiple locations. The trending of data across a network of stores enables senior executives and store management to have the information they need to make real-time business decisions.

Video analytics is a powerful technology that retailers are using to optimize video surveillance. Many of today’s unified, networked solutions embed video analytics that retailers use in a number of ways. Rather than sifting through hours of video footage to identify losses, for example, video analytics will automatically alert LP personnel in real-time to areas where cameras detect motion or suspicious behavior, such as objects left behind or taken away. If video analytics are embedded with a unified, networked appliance, users can control cameras across multiple stores.

Video analytics can identify behavior associated with organized retail crime, such as a customer emptying an entire shelf of product at a single time, and can catch known perpetrators through the use of face grabbing. Analytics can also be used to identify loitering outside the store or in the parking lot. People counting can be used to monitor staff levels. Tripwire functionality monitors entryways and exits.

Retailers can leverage the power of intelligent video to empower their staffs to do more with the video gathered by security platforms and turn raw video into valuable security and business data. Video analytics automates the monitoring of video and brings a new level of intelligence, allowing retailers to truly understand the day-in and day-out operations of their stores. Real-time data helps store managers make effective and immediate decisions to improve customer service, manage employee actions, and determine how in-store marketing materials affect buyer behavior. For example, video analytics can calculate the length of time a customer spends at a given display or item. People counting compared against sales helps determine customer conversion rates.

Today’s world-class video surveillance solutions are IP-based to take full advantage of video analytics and are able to integrate with other subsystems, such as access control, and in-store management systems, such as EAS and POS, to provide users with a comprehensive view of security operations. These unified, networked systems are also built on open standards that enable future growth and deliver the best return-on-investment for retailers of all sizes.

IP-based security management platforms that embed video analytics provide retailers with a truly unified system designed to improve customer service, enhance marketing initiatives, maximize personnel and resources, and reduce losses to enable retailers to effectively navigate the road to success. ■



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ship program, consultant (A&E) program, industry liaison program, and for developing new business in industry segments. Prior to Axis, he was vice president of strategic marketing and business development at IntelliVid, a provider of unique intelligent video analysis software for the retail market; IntelliVid was acquired by Tyco/ADT in 2008. Jumbi has also worked as a management consultant at BCG and as a chip design engineer at Intel Corp. He is passionate about providing integrated, intelligent networked solutions to the physical security market.