

A surveillance camera system can benefit your retail store in many ways.

- **Lower insurance premium:** Contact your insurance provider for percentage discounts.
- **Vandalism, theft and break-in Prevention:** A visible security camera network can help reduce vandalism and theft, whether it is from thieves or employees. IP security cameras provide high-resolution footage that makes it easy to distinguish features of thieves and vandals and will also assist loss prevention.
- **Intelligent functionality:** Intelligent IP cameras with video analytics such as motion sensing, facial recognition, and behavioral recognition can be used effectively to identify suspicious or abnormal activity.
- **Flexibility:** IP cameras can be re-arranged at any time should your security needs change.
- **Increased customer and employee safety:** The presence of surveillance cameras raises a retail store's overall level of security and gives customers the confidence that unwelcome behavior won't be tolerated.
- **Coordinate Security Personnel:** Operators viewing surveillance footage can direct security staffers to specific areas of the store when suspicious activity is spotted.

- **Alerts:** IP cameras can send e-mail or phone alerts when motion detectors are tripped or an alarm sounds. This interactive form of security makes it easier to properly respond to security concerns.
- **Monitor multiple stores at once:** If you own a chain of stores, a surveillance system routed through an NVR (network video recorder) is a great option for managing security. NVRs are able to store camera footage on a hard drive and broadcast it over the internet, so you can check up on your stores at any time.
- **Remote monitoring:** Using an IP surveillance system, cameras operate on a network and stream footage that can be viewed remotely from any PC with an internet connection and authorized network access. Some cameras, for instance IP domes, even have remote-controlled pan, title, and zoom functions.
- **Crime investigation:** Recorded footage provided by surveillance cameras can prove extremely useful for investigations of crimes and for suspect identification.

- **Monitor customer activity:** In addition to monitoring for suspicious activity, surveillance cameras can also track the number of shoppers who enter the store throughout the day to help dictate employee schedules.
- **Digital storage:** Digital Video Recorders (DVRs) and Network Video Recorders (NVRs) allow surveillance footage to be stored digitally, providing larger storage capacity and enhanced searching capabilities.

Retail surveillance systems would be ideal for…

- Convenience Stores
- Liquor Stores
- Department Stores
- Gas Stations
- Shopping Malls
- Hardware Stores
- Gun Shops
- Pawn Shops
- Car Dealerships
- Mechanics
- Dry Cleaners
- Banks
- ATMs