

Sensormatic
by Johnson Controls

PERFECT VISION IN RETAIL STORES

How retailers can leverage
existing video systems in the
fight against shrink





Video and **CCTV** are key components in **loss prevention programs**. Today, **new advances** in video analytics can help you make more **informed decisions** that can **positively impact** your bottom line.

Video technology effectively monitors retail environments when and where you are most vulnerable.

Strategically placed Public View Monitors (PVMs)

act as a strong deterrent against criminal activity. Captured video footage can also help loss prevention (LP) professionals build forensic evidence of shoplifting events, as well as possible health & safety incidents.

By analyzing these video-monitored scenarios, you can gain key insights to **help prepare for the future.**

This guide showcases a variety of video solutions that help address common retail challenges, and help keep customers and employees safe.



THE GROWING PROBLEM WITH SHRINK

Retailers are prone to increased shrink levels during the holiday season. Challenges posed by the COVID-19 pandemic compound this expected increase in loss.

The evidence of a rise in shoplifting throughout the pandemic is largely localized and anecdotal. We expect figures for 2020 to be calculated and reported in 2021. The **biggest rise appears to be in opportunistic theft**. Criminals seem to be taking advantage of staff being distracted by the pressures of running stores under strict safety guidelines.

This rise could be due to the increase in unemployment due to the pandemic. In Europe, following a study among 1 million laid-off Norwegians over 15 years, it was found that out-of-work people commit **60%** more property crimes (such as theft, shoplifting, burglary, and vandalism) the year after losing work and have **20%** more criminal charges than when employed.

Property crime trends in economic crisis context:



Out-of-work people commit **60% more property crimes**



more criminal charges than when employed

<https://www.sciencedirect.com/science/article/pii/S0927537119300879?via%3Dihub>



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In 2020, the US-based National Association for Shoplifting Prevention ([NASP](#)) said:

“Our experience tells us that we are going to see a spike in retail theft and Organized Retail Crime as our stores begin to open back up,” said Caroline Kochman, executive director, *“We took a look back at retail theft activity following two recent galvanizing events, September 11th and the 2008 financial crisis, and there were notable increases in shoplifter referrals after both.”*

NASP noted increases in theft following other events such as the 2008 financial crisis and 9/11 but adds,

“We believe the existential threat we’re now facing with COVID-19 will be both financially and emotionally traumatic, and could lead to even greater increases.”

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VIDEO TECHNOLOGY

Video technology evolves constantly. Due to significant technological advances in the retail space, you can now leverage your existing video equipment for even more value.



Video cameras are now IP connected and can benefit from Edge computing* and cloud storage. This enables access to analytics that address common retailer pain points.



Video Management Systems (VMSs) **seamlessly integrate with Sensormatic Shrink Management as a Service** analytics platform to capture Electronic Article Surveillance (EAS) alarm events.



The rise in video analytics did product undergo Privacy Impact Assessment for facial recognition. (where allowed by local regulations) for customer segmentation and other uses, like helping to detecting empty shelves.



*Edge computing is a distributed computing paradigm that brings computation and data storage closer to the location where it is needed, to improve response times and save bandwidth.



USE CASES

How video solutions can help you **manage shrink**, **improve safety**, and **streamline your operations**

Install Public View Monitors (PVM) at the Point of Sale



Self-checkouts are a hot spot for shrink and the risk has heightened during the pandemic as more customers use them for contactless payment.



PVMs serve as a powerful shrink deterrent due to their visibility to potential thieves. PVMs can be deployed in a wide variety of areas.



PVMs feature built-in cameras that show live videos of nearby store activity to both shoppers and employees.



Connected PVMs allow retailers to feature custom text and video messaging to communicate such things as holiday sales or safety notifications.



PVM's are also a great deterrent where merchandise especially prone to theft is displayed.

Over 20% of consumers admitted stealing at self checkouts so installing PVMs gives the customer the perception of being monitored.

<https://www.theatlantic.com/magazine/archive/2018/03/stealing-from-self-checkout/550940/>

Improve forensic gather and case-building activity by integrating VMS with Sensormatic Shrink Management as a Service platform



You can capture video clips associated with EAS alarm events by integrating exacqVision VMS software with Sensormatic Shrink Management as a Service.



You can now have actual video footage of alarm events to assist with forensic gathering.



You can play video incidents (pre, during and post event) to extract relevant evidence on both customer and staff behavior when alarm events occur, and use this information to improve loss prevention strategies, **recognize vulnerable areas and identify high-shrink times of day.**



Staff can quickly access video clips to help recognize opportunities to optimize operations, including staff scheduling and EAS implementation.



Gain deeper insights into EAS alarm events.

Monitor store compliance to social distancing and other local public health guidelines



Sensormatic VisionWorks offers a variety of artificial intelligence (AI) vision-based analytic agents that leverage your existing video infrastructure.



The Occupancy vision agent utilizes dedicated camera feeds to **track the number of people entering and exiting the store**, helping to ensure the store does not exceed preset occupancy thresholds.



The Social Distancing agent helps with monitoring **high-traffic areas** of the store and alerts staff when non-compliance of 6ft/2m of social distancing is detected.



The Mask Detection agent detects use of facial coverings within a predetermined area of the store and alerts staff when violations occur.

Sensormatic VisionWorks offers a collection of real-world insights using artificial intelligence and machine learning modeling.

Using thermal imaging technology to help support a healthy shopping environment



Sensormatic Solutions offers FLIR and other partners' imaging products to help detect elevated body temperatures and help maintain a safe and healthy shopping environment.



Thermal temperature detection is a **highly effective** means of detecting individuals who may be showing symptoms of illness, which is critical for early identification and prevention of further transmission.



HD images can be created by the video solution and alarms can be triggered when a **specific temperature threshold is exceeded**.



This solution can be deployed as a **standalone** system or as **part of a network** feeding back to a centralized command and control location.



All temperature detection can be **recorded on video for future references**, unlike normal temperature taking.



Thermal imaging technology helps support the safety of staff and customers.

Improve the customer experience with queue monitoring



Sensormatic Solutions **queue monitoring** triggers prompt notification if queues reach a predetermined limit.



You will also be promptly notified if the number of people waiting in a line anywhere in the store reaches the predetermined threshold.



Directing staff to needed areas allows you to better serve shoppers for an **improved customer experience**.

Improve customer service by triggering a prompt notification if queues reach a predetermined limit.



Sensormatic Solutions has the experience and reputation necessary to design a holistic video solution that helps address each retailer's individual needs. Beyond monitoring, we can deliver actionable insights to help improve your business.

Sensormatic offers reliable and effective video solutions that help address retail specific operational challenges.

Ready to take your video deployment to the next level?

Request your consultation today



About Sensormatic Solutions

Sensormatic Solutions is the leading global retail solutions portfolio of Johnson Controls enabling smart and connected shopper engagement. By combining critical insights into retail inventory, shopper traffic and loss prevention, Sensormatic Solutions powers operational excellence at scale and helps create unique shopping experiences.

Our solutions deliver real-time visibility and predictive analytics for accurate decision-making across the enterprise, enabling retailers to confidently move into the future. With more than 1.5 million data collection devices in the retail marketplace, we capture 40 billion shopper visits and track and protect billions of items each year.

Our retail portfolio features the premier Sensormatic, ShopperTrak and TrueVUE brands. Please visit Sensormatic Solutions or follow us on LinkedIn, Twitter, and our YouTube channel.

 <https://www.linkedin.com/company/sensormatic/>

 <https://twitter.com/sensormatic>

 <https://www.youtube.com/user/TycoRetailTV>

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