

Securing Your Retail Business



Sustaining the Retail Business by Minimizing Losses and Ensuring Growth

IP Surveillance for the Retail Market

Many growing retail businesses experience losses regularly, not because the business is not doing well, but because of shrinkage. Shrinkage is the difference between book inventory and physical inventory count. Discrepancies between physical stock and recorded inventory stock can occur at any point a merchandise changes hands or when stock record is created, processed or updated. Some of the more commonly known causes of shrinkage include internal theft, shoplifting and point of sales (POS) recording error.

Today, the retail industry has driven the demand for more sophisticated management of business premises, such as retail stores, showrooms, offices, and warehouses. Besides businesses, other sectors such as education, healthcare, hospitality and public services also require comprehensive surveillance to ensure the safety of people as well as monitor and safeguard owned assets.

In this paper, we will look into how retail businesses can achieve sustainable growth through network video surveillance solution to address the inherent issues frequently faced by small and medium businesses.

Problems Faced by Retail

One of the first things that every retail business must look into is the prevention of shrinkage losses. In an increasingly difficult economy, retailers cannot afford to absorb perpetual losses due to negligence, record errors or even theft. Existing analog surveillance systems commonly installed at retail outlets today however are very limited in their capabilities to spot details of potential thefts, suspicious behavior or other events.

Some of the key problems faced by retailers include:

1. Need for monitoring the store from a distance, yet with high quality output to see the details and prevent suspicious behavior.
2. Need for efficient management of employees to see how they interact with customers and how they deal with daily routines
3. Limited manpower resource to guard and watch each angle of the store for security management.
4. Lack of supporting evidence for conflict or disagreement management, such as:
 - Conflict between customers and store staff
 - Cashiers that forget to scan the price for customer purchased products
5. Shrinkage management of loss and theft prevention
6. Events triggered for co-related operative management, such as:
 - Integration of access control with video recording at the preset point
 - Alarm notification with snapshots sent to managers of first occurrences
7. Need for dual direction of audio support, such as:
 - Audio and video recording processing
 - One-to-one or one-to-multiple viewers broadcasting to specific camera sites or group camera sites
 - Interactive conversation between remote and local, especially in the event of unexpected incidents like accidents, mishaps or the likes

How IP Surveillance Helps the Retail Business

Many retailers are not unfamiliar with video surveillance as it is not something new. What retailers are probably not aware, however, is that there are better alternative solutions than their existing analog camera systems which deliver poor video quality and require hours or days for playback once an incident happened.

With new technology using Internet Protocol (IP) surveillance, retail operators who are serious about operational improvements and loss prevention can now better manage inventory loss and fraud, while at the same time protect people, products, and property at the retail site.

Some of the ways IP surveillance can help the retail businesses include:

LOSS PREVENTION

- **Theft and Shoplifting**

Shoppers who see cameras placed around a store will know that they are being watched, which can deter theft. Throughout the store, high-value items and attractive merchandize can be carefully monitored. Suspicious behavior requiring tracking can be viewed and captured using high-resolution pan-tilt-zoom (PTZ) cameras covering over large areas to enable administrators or security managers see in detail and easily identify objects clearly.

- **Point of Sales Record Errors**

Another area that must be monitored throughout a retail store is the POS terminals. Connecting high-resolution cameras to POS can provide supporting evidence for conflict and disagreement management. An example is when cashiers forget to scan the price tag for purchased items.

SAFETY AND SECURITY

- **Crime and Security Breaches**

Correlation of events for effective security management is important to retail. Motion detection recording with e-mail alert allows instant notification in the event of a break-in or crime committed. Alarm notification with snapshot is sent to the administrator or security managers and associated executives instantly using D-Link IP Surveillance solution.

- **Unexpected Incidents**

Retail stores with wide space will require more efficient methods to deal with accidents. Network cameras from D-Link support audio and video recording and processing. With built-in microphone and

speaker port, two-way communication allows IT administrators or security managers of retail stores to have interactive conversation from remote to local areas. This is especially useful in the event of accident occurrences. Security can adopt one-to-one or one-to-multiple users for broadcasting to specific camera sites or group camera sites, depending on the situation.

DATA STORAGE AND PROTECTION

- **Easy Storage and Retrieval**

With Network Video Recorders (NVRs) from D-Link, managing and accessing videos captured from the cameras can be done from a single point for many channels. Images captured can be easily stored, viewed off-site and backed up. The NVR can store huge amount of images for playback and retrieve historical video clips, all within a single simple interface. Flexibility for local and/or remote storage of video data provides secured data protection for use as post-event evidences.

- **User Access Control**

Since end customers can access real-time video via Internet browser, smart phone or other device, retailers must carefully prevent unauthorized access to their store's information. Intrusion can be prevented using the software provided by D-Link which comes with profile and user options, together with network firewall, anti-virus and system update.

OPTIMIZED OPERATIONS

- **Network and Integration**

The average retail chain uses multiple systems, all with separate user interface. D-Link's Software Development Kit (SDK) is able to integrate with existing system like POS, building automation, access control, intrusion detection and fire alarms using centralized management.

- **Centralized Management**

Retailers with multiple locations need to analyze data centrally. This means the need for sufficient upstream capabilities from each store. The challenge of many retailers is they do not know what network architecture and bandwidth requirements they need. The scalability and interoperability of future system deployment remains uncertain for retailers.

Reasons Why Retail Needs IP Surveillance

There are many reasons to invest in a modern video surveillance system. With a network video solution, retailers can better manage inventory loss and fraud, and this means maximizing your return of investment (ROI). All types of retail business can benefit from D-Link IP surveillance solution to enjoy the success of retail operation—from a single shop to a whole chain of malls.

BENEFITS TO RETAILERS

- Single vendor for all networking needs with end-to-end solution, product and technical support to build a sustainable surveillance system with D-Link
- More efficient loss prevention with comprehensive monitoring to minimize shrinkage and at the same time ensure business growth
- Improved safety and security with enhanced surveillance efficiency to ensure safety of staff, customers and owned assets
- Optimized retail operations and merchandizing by watching staff and customer behavior to improve and address needs
- Greater ROI with better management of inventory loss and fraud, POS recording errors, customer-staff conflict management
- No need to do away with existing invested analog surveillance system as D-Link IP Surveillance can coexist and integrate with CCTV
- Cost savings and reduced complexity of network with solution development through one stop offering
- No more worries over product interoperability and future expansion with all solutions provided by one vendor—D-Link

- Flexible local and remote storage of video data with secured protection and optional higher resolution output for use as post-event evidences
- Comprehensive storage management for playback and retrieval of historical video clips using a simple interface
- Remote and mobile access to video via Internet browser, smart phone or other devices anytime, anywhere
- Ready integration with SDK for vertical specific system, such as POS, building automation, access control and alarm notification

Success Stories: Proven Retail Implementation

D-Link IP Surveillance solutions have been successfully implemented in many retail environments. You can read some of the many success stories of D-Link IP Surveillance implementation at <http://www.dlink.com/casestudies>.

The following are some of the things our customers are saying about D-Link IP Surveillance solutions.

"A network-friendly system like D-Link's helps us reduce the amount of time we spend managing equipment. There's really not much that we have to do. That's important when you have so much other work to do supporting the network and the users." —**Tom Gray, network administrator of SUN Area Career & Technology Center**

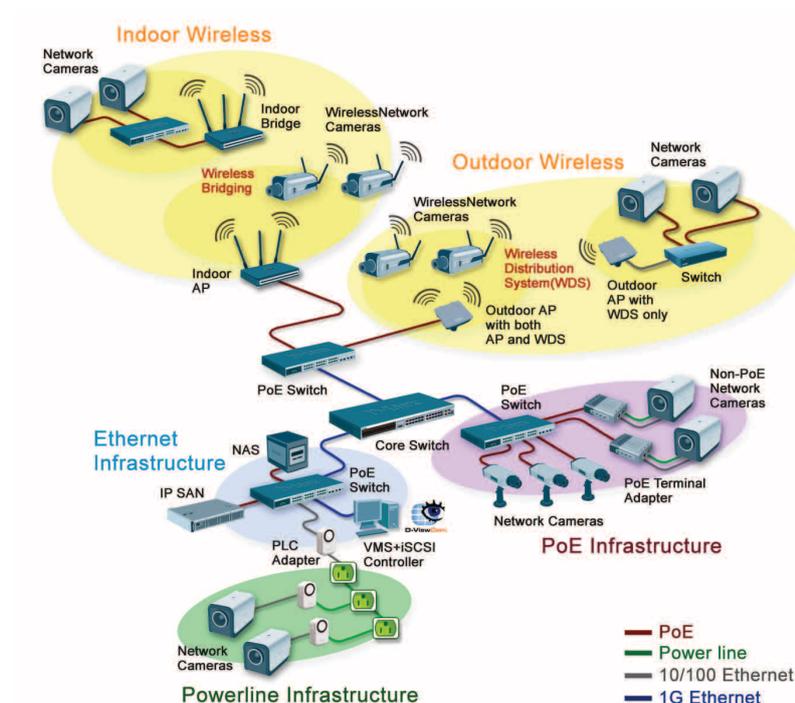
"When I was first starting the research, I wasn't hopeful that I was going to find a solution that would meet our needs and actually fit our tight budget. But D-Link solution did, and it provides the performance we were looking for." —**Bill Hammond, founder and president of THEGreenBox**

"The quality of the video has improved significantly—so much so that the customer thought we installed new cameras." —**Jerry Albrecht, engineering manager of D/A Central**

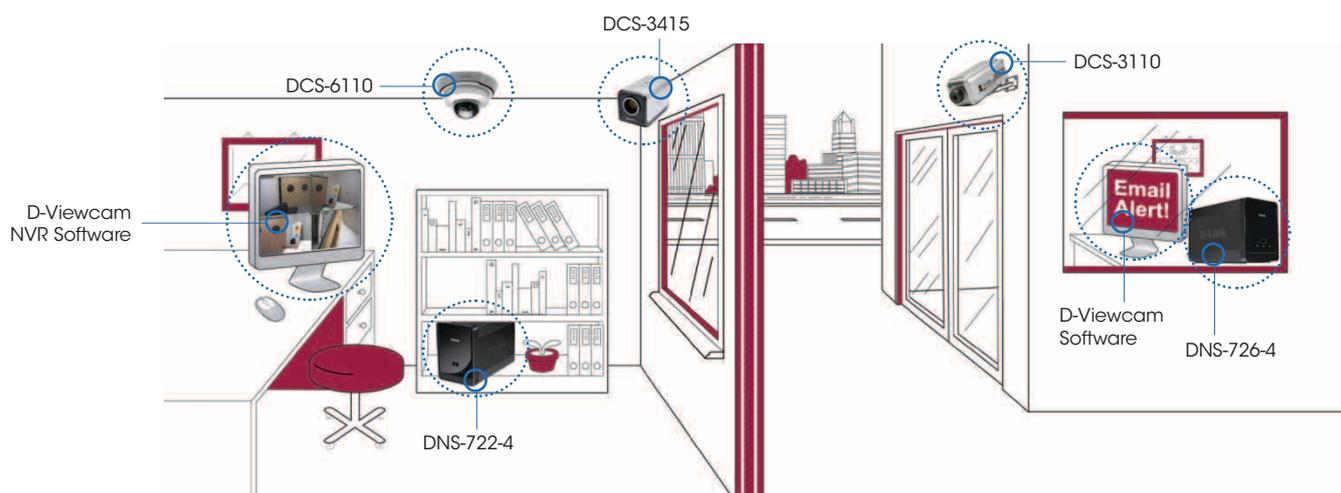
"The D-ViewCam software that is bundled with the camera is priceless and you get so much more bang for the buck when you go down the D-Link road." —**Sal Martinez, IT manager, Sports Museum of Los Angeles**

How D-Link IP Surveillance Works

The following diagram shows how D-Link IP Surveillance may be implemented in a retail environment.



D-Link IP Surveillance Solution



Choosing the Right Vendor

In a retail environment, video surveillance is heavily relied on for its day-to-day operation. Currently, analog surveillance systems dominate retail applications, although more and more are beginning to move towards IP surveillance. Since it does not make sense for retailers to immediately discard existing technology investments, a solution with flexibility for coexistence and integration of IP and legacy video systems become a key factor for consideration.

Choosing the right IP surveillance solution for any retail operation is not a 'one-size-fits-all' decision. The current state and existing infrastructure will dictate how to proceed. With improved functionality of digital cameras versus traditional analog devices coupled with many programmable features available for IP surveillance solutions, making the right choice does matter because it can affect or improve the retailer's bottom line.

D-Link is able to provide complete end-to-end solutions for your IP surveillance and networking needs to meet the growing diverse requirements of retailers like you. With D-Link's 5S+1 offering—switch, security, surveillance, storage and software plus service—you can have total network solution with just one vendor—D-Link.

About D-Link

D-Link is the global leader in connectivity for small, medium and large enterprise business networking. The company is an award-winning designer, developer and manufacturer of networking, broadband, digital electronics, voice, data and video communications solutions for the digital home, Small Office/Home Office (SOHO), Small to Medium Business (SMB), and Workgroup to Enterprise environments. With millions of networking and connectivity products manufactured and shipped, D-Link is a dominant market participant and price/performance leader in the networking and communications market.

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