



Physical Security Service Assurance for Retail Businesses

For retail businesses, video surveillance provides a viable security solution for reviewing and investigating incidents, identifying perpetrators and delivering information in real time to first responders. In addition, experts project investments in video systems will continue to grow annually. The ongoing evolution to IP video surveillance requires new ways to ensure the stability of the underlying video systems; at the same time, the size and complexity of these systems is growing, making manual service an ineffective and costly burden for users. While most organizations focus heavily on managing video content, they do not realize the importance of managing their video infrastructure until problems arise and costs escalate.

This challenge was the impetus behind the development of STANLEY IntelAssure™, Powered by Viakoo – the first automated solution for cost effective and proactive management of IP video network infrastructure.

In retail environments, the biggest security challenge is theft, including inside or employee theft. Another major concern for retailers is false claims – especially slip-and-fall claims – which have the potential to be very costly. In addition, retail environments can be complex and may include multiple sites, parking areas outside buildings, stock rooms, loading docks and surveillance cameras to monitor point of sale transactions. Within these areas and locations, employees, customers and vendors may move through multiple sections of a store.

To create a secure environment, most retailers utilize a combination of modalities that may include video surveillance along with video analytics, access control, inventory control, and in some cases guard services. While all of these are essential contributors to safety, only video surveillance provides visual documentation of all activities and incidents within the store, which helps explain why retailers rely so heavily on video. Yet the video stream is itself a combination of systems and processes, the failure of any one of which can result in missing video. The network may include cameras at the edge, VMS and other software, networking infrastructure, hard drives for recording and more. Spot-checking the system will not identify degrading components or other developing problems. When the video infrastructure is not working, risk levels rise instantly – not only to individuals, but also to property and to the brand itself.





With STANLEY IntelAssure, retailers can dramatically reduce the cost of ensuring that video systems continue working properly 100% of the time, and significantly reduce the risk that video is missing when it is needed for documentation or review. Without STANLEY IntelAssure, the cost of manually identifying problems and paying for integrators to go onsite to troubleshoot or provide their recommendations can rise rapidly – and when a problem prevents the video system from functioning there is a lack of situational awareness, video is not being archived, investigations are negatively impacted and as a whole the organization is at a higher risk. In addition to the immediate costs of not having video evidence (such as having to pay a false slip-and-fall claim), the business risks significantly reduced profitability from basing its retail analytics on incomplete or flawed video data.

THE SOFTWARE ASSESSES EACH UNIQUE VIDEO STREAM, DETECTS AND ANTICIPATES INTERRUPTIONS OR DECAYS THAT CAN CAUSE A GAP IN THE STREAM, AND ALERTS MANAGEMENT WITH ACTIONABLE INFORMATION ON HOW TO QUICKLY SOLVE THE PROBLEM.

When installed to protect a surveillance system, STANLEY IntelAssure automatically delivers a complete set of updated Quality of Service metrics at a user-defined interval for visibility and insight into the network's behavior, using data visualization and diagnostic graphing to increase understanding and promote prevention of problems. Information can be viewed on smartphones, tablets and PCs.

The software assesses each unique video stream, detects and anticipates interruptions or decays that can cause a gap in the stream, and alerts management with actionable information on how to quickly solve the problem. Expert live assistance is a quick call or click away at all times, helping to get any questions or issues resolved quickly.



For any retail establishment, there is no longer any need to accept the potential risks created by missing video. With its unique proactive/preventive approach of identifying and assessing potential problems before they lead to real losses, STANLEY IntelAssure can significantly reduce these risks at lower cost and with higher effectiveness.

Learn more about STANLEY IntelAssure at stanleysecurity.com/intelassure

