

Guide



Retail security: cloud-based, insight-driven

Avigilon Alta for retailers

 **MOTOROLA SOLUTIONS**

 SKYNET
AUGMENTED AI
AVIGILON™

The retail challenge

Today's retailers are under more pressure than ever - balancing shareholder expectations for consistent growth with the harsh reality of increased store closures driven by rising crime, organized retail theft and operational challenges.

Retailers today face a mix of pressing challenges and promising opportunities, including the following:

- Security and loss prevention concerns: U.S. retailers face \$103 billion in fraudulent returns annually, representing over 15% of all returns.¹ In 2013 alone, they also lost \$121 billion to theft, with 25% of those incidents committed by repeat offenders.²
- Operational opportunity: Tracking and analyzing customer behavior around displays can optimize future visual merchandising strategies, delivering up to a 300% ROI.³
- Employee safety: 40% of all young worker injuries occur in retail jobs; this can be due to a number of factors, such as falls and workplace violence.⁴

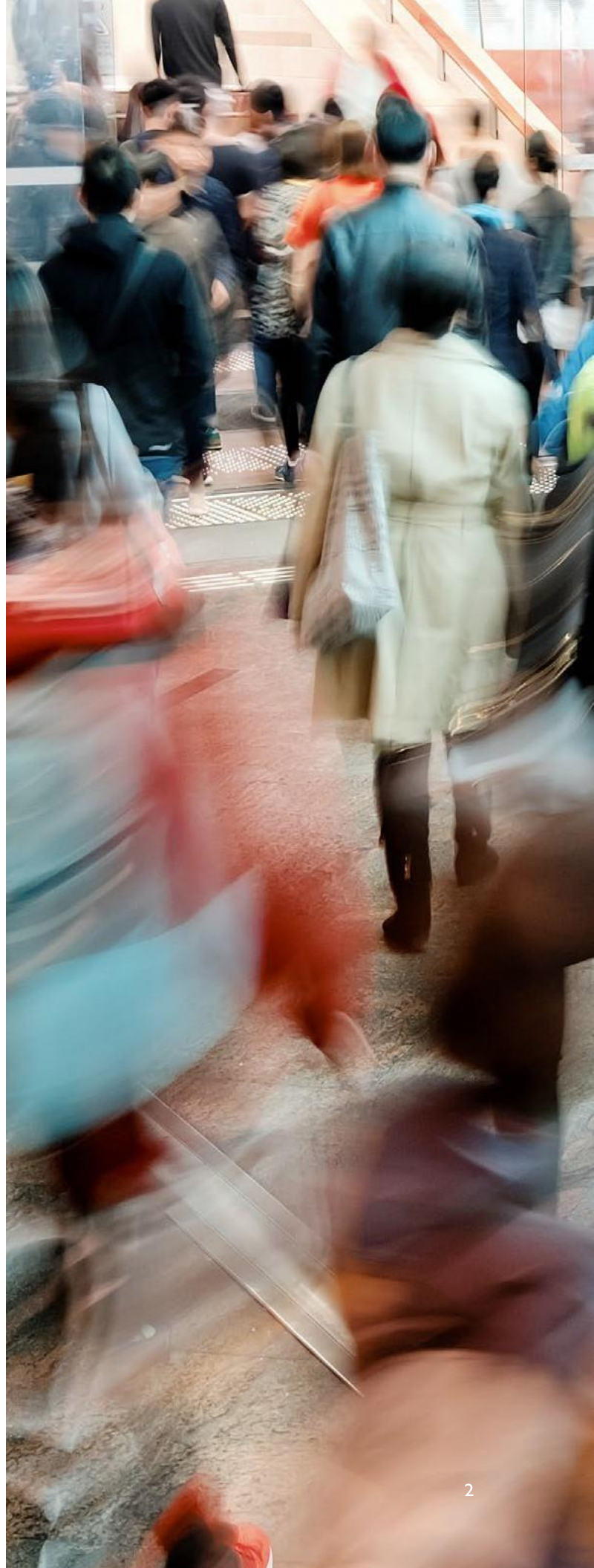
Solving these challenges requires more than restrictive return policies. Retailers need proactive solutions to detect fraud and theft before refunds are issued and incidents escalate. They also need actionable insights to optimize store layouts for increased revenue, along with tools that support workplace safety and employee well-being.

¹ 2024 Consumer returns in the retail industry, Deloitte

² National retail security survey 2023

³ Forbes, 2020 and Retail TouchPoints, 2015

⁴ Bureau of Labor Statistics, 2022



Cloud is the future for retailers

Retailers looking for a smarter, more efficient way to protect stores are turning to cloud security. With cloud-based systems, they can minimize IT overhead, reduce server infrastructure costs and gain access to powerful features that continuously evolve without the complexity of managing on-premise hardware.

Choosing cloud for your security, safety and operational goals will help your retail business unlock the following benefits:



Centralized across all locations

Manage all retail stores from a single platform, reducing the need for on-site personnel and lowering operational costs.



Scalable and cost-effective

Easily expand coverage as your retail footprint grows without investing in expensive on-premise infrastructure.



Enhanced cybersecurity

Built-in encryption, automatic updates and advanced threat protection help keep your system resilient against cyber risks.



Future-proof security

Continuously adapt to emerging retail security challenges with automatic updates, helping you stay ahead of evolving threats without manual intervention.





Smarter retail with Avigilon Alta

Effortless integration, powerful protection

Avigilon Alta empowers retailers with modern, cloud-based security solutions that are easy to adopt and scale with no costly rip-and-replace required.

- Seamless transition: Cloud Connectors integrate with your existing cameras and sensors while Alta Access works with most third-party readers and Mercury-based access control systems.
- All-in-one platform: Combines intelligent video security, access control and real-time protection into a centralized, easy-to-use platform.
- Flexible for every retail footprint: Whether securing a small kiosk or a mega store, Alta delivers centralized visibility and fast response backed by enterprise-grade performance.

One solution for all your retail spaces

From the front of the store to the back office and everywhere in between, Avigilon Alta adapts to the unique security needs of every environment:

- Storefronts: Help protect stores and enhance the customer experience with AI-powered video and access control. View activity in real time, deter theft and respond to incidents faster – all from a single platform.
- Warehouses: Safeguard inventory and streamline logistics operations with 24/7 cloud video security and coverage. Easily manage access for staff, vendors and delivery crews while ensuring compliance and safety.
- Corporate offices: Secure sensitive areas and manage employee access with Avigilon smart readers or use your existing Mercury hardware. Maintain visibility across headquarters with centralized management and advanced analytics.





Alta Video benefits for retailers



Detect and prevent refund fraud at the register

Quickly investigate fraudulent returns by linking transactions with video footage through Point-of-Sale integration. Catch incidents like tag switching or refund fraud in seconds. [View video walkthrough.](#)



Reduce wait times with real-time occupancy insights

Get real-time alerts when customer queues grow – open registers faster and reduce wait times. .



Protect off-limits areas with smart alerts

Instantly notify security teams when a customer enters an employee-only zone, ensuring unauthorized access is addressed immediately.



Optimize store layouts with customer movement insights

Gain insights into customer movement patterns with visual heatmaps, helping optimize store layouts, improve product placement and enhance the shopping experience. [View video walkthrough.](#)



Respond faster to accidents and reduce liability

Automatically detect falls in stores or warehouses and alert staff in real time, improving response times and reducing liability risks. [View video walkthrough.](#)



Connect video insights to business performance

Seamlessly integrate security footage with business analytics dashboards, providing actionable insights into traffic trends and staff allocation.



Alta Access benefits for retailers



Easy configurations

Set varying levels of access based on roles. For example, managers have full access, while part-time employees have limited access.



Granular scheduling

Restrict access to certain areas at specific times. Main entrances are usually secured after closing time and service bays can remain open for deliveries.



Convenient access

Employees can open the door with a wave or touch of the reader, even when carrying boxes or hot food.



Use existing systems

Integrate existing security systems such as sensors and alarms to receive mobile alerts, set automatic lockdowns and view camera feeds remotely in one place.



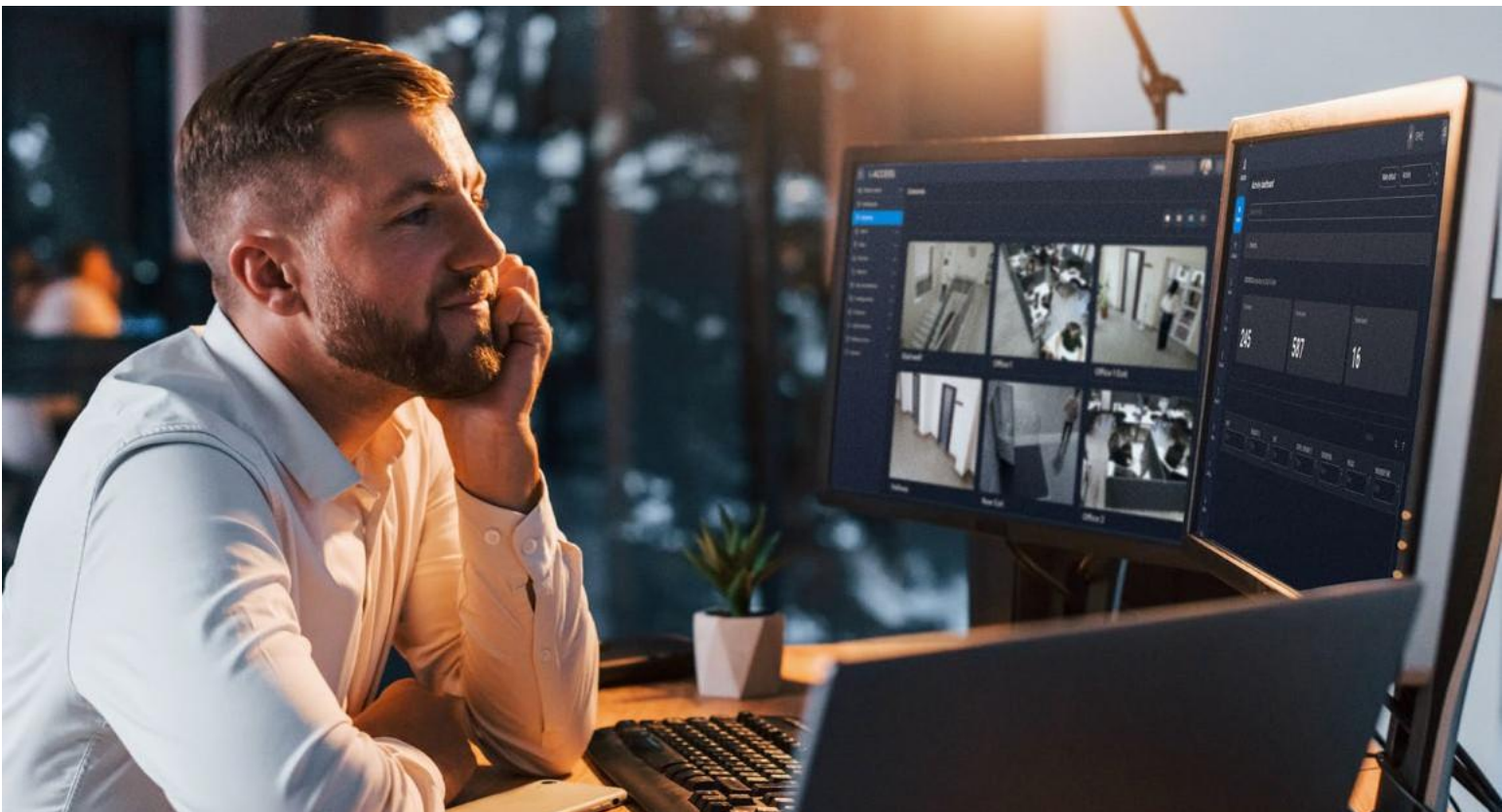
Manage multiple locations

Give managers direct control over their storefronts by assigning them site-specific admin privileges. Add new locations with a few clicks.



Sync employee permissions

In a high-turnover industry, employees are added and removed automatically any time a change is made to their directory service.



Alta Protect benefits for retailers



Prevent theft and vandalism

Discourage theft, vandalism and organized retail crimes with live voice warnings and talk-down capabilities from powerful horn speakers*, stopping threats in real time.



Protect employees and customers

24/7 remote management and real-time alerts enable retail security personnel to respond to security incidents instantly from any device, even when off-site.



Customizable security zones

Create zones in stores with video, audio or sensor triggers and schedule them to arm with the Arming Station Pro after-hours or stay “always on” in high-security areas like stockrooms and cash offices.



Enhance operational efficiency

Operate stores with a complete, site-protection solution including audible deterrence outside, fast arming inside and professionals watching 24/7, so store staff can focus on customers, not threats.



Easy scalability for multi-store retail chains

Cloud-based protection allows store and district managers to manage multiple locations from a single dashboard, optimizing security coverage and staff allocation.



Support smarter incident response

Trained professionals verify threats in real-time and can escalate incidents to a dedicated emergency store contact and authorities, with the relevant context and video needed to act quickly and appropriately.



* Horn speakers to be available in late 2025.



Best Avigilon hardware for retailers



H5A Modular camera

Offers a discreet and flexible security solution for retail environments with space constraints. Features AI-powered video analytics to help retailers maintain security and quickly address unusual activity.

Use cases: Self-checkouts, entrances/exits, unobtrusive monitoring in customer-facing areas.



H5A Multisensor camera

Capture comprehensive 180°, 270° or 360° views with AI-driven video analytics, crucial for retail security and customer behavior analysis.

Use cases: Corners, large retail or high ceiling floor layouts, stockrooms, loading docks and parking lot perimeters.



H6A PTZ camera

Pan, tilt and zoom for critical insights. AI analytics provide details on traffic, staff and customer behavior. Use 360° views and 30x zoom for loss prevention, queue management and retail layout optimization.

Use cases: Parking lots, large open-area big box stores, shopping mall common areas.



H6SL Dome & Bullet cameras

Cost-effective and weatherproof cameras featuring IR illumination and video analytics are perfect for clear, 24/7 security in both indoor and outdoor retail environments.

Use cases: Store entrances, checkout areas, aisles, stockrooms and perimeter security for mid-range budget deployments.





Video Reader Pro & Smart Keypad Reader

Protect inventory and improve your employee safety. Decide who can enter rooms at certain times, track entry history and unlock doors with Wave to Unlock, mobile badges, key cards or PINs.

Use cases: Store entrances, perimeter doors, stock rooms, cash-counting areas and private offices.



Halo 4 Smart Sensor

Address retail challenges and protect privacy with this all-in-one smart sensor. It monitors the environment and provides safety features, including detection of potential drug use and unusual restroom occupancy, for enhanced well-being and security.

Use cases: Restrooms (overdose detection, unauthorized use), fitting rooms, stockrooms, employee break rooms, parking garage.



Arming Station Pro

Strengthen on site protection with a compact, secure arming device that features PIN and card access, built-in video and talk down capabilities. Ideal for enhancing store level awareness and response.

Use cases: Store entrances, employee-only areas, stockrooms, and high-risk zones requiring controlled access.



Alta implemented at existing retailers

Superdry.

UK-based clothing brand with \$770M USD in annual revenues and 699 stores operated or co-operated.

Streamline operations and reduce costs



Sharp image quality with enhanced situational awareness.



Video search, audio detection and heat-mapping enhanced theft prosecution.



Alert function logs deliveries and helps employees track fulfillment goals.

“
Avigilon Alta has exceeded our expectations, and we're very happy. The image quality is fantastic, and Avigilon support has been great when we have questions.
- Richard Smith
Profit Protection Manager at Superdry

“
I became excited right away for the ease of use and the benefits for our operations. Now, I get compliments from employees instead of complaints.
- Jim Moran
Area Supervisor at Domino's

Domino's

Multinational pizza restaurant chain with around \$4.7B USD in annual revenues and over 14,000 locations in more than 85 countries.

Reduced IT time for franchise locations supported



Seamless entry without needing to stop, fumble for keys or open an app – perfect for carrying hot food.



Quick user management makes it easy with high turnover restaurant staff.



Reduce the risk of lost credentials while ensuring only authorized personnel.





OLAV THON GRUPPEN

Commercial real-estate owning 90 shopping centers and 75 hotels with around \$1.2B USD in annual revenues and over 500 properties.

Insights that drive revenue and cut costs



Unified across access control, alarm systems and video security - boosting efficiency and cutting costs.



Automatically alerts to potential incidents with AI analytics and enables dispatch for quick response.



Heatmaps track traffic and provide insights into customer behavior which has helped to drive revenue and cut costs.



With Avigilon Alta technology, we no longer need to invest in a separate security system at each shipping center, saving us a substantial amount of money.

- Ola Stavnsborg
Group Security Manager

[Read more case studies](#)



Future-proof your security with Avigilon Alta

Avigilon Alta is built on a cloud-native architecture that continuously evolves to keep your security future-proof. With automatic updates, you gain access to the latest innovations in video security, AI-driven analytics, access control, real-time protection and seamless integrations – without the complexity of manual upgrades.

With Avigilon Alta, your security is always up to date, adaptable and designed to meet the evolving needs of your business – because protecting what matters most should never come with compromises.



Request a demo today to elevate your retail security.



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