



AVIGILON™

AVIGILON ALTA & SUPERDRY CASE STUDY

Global Clothing Retailer Adopts Cloud Video Security for a Secure Future

First established in 1985 as Cult Clothing, Superdry is a UK-based clothing brand, store and label that has since become a global retailer that aims to become the #1 sustainable style destination and lifestyle brand in the world. The company boasts 220 stores throughout 12 different countries as well as 479 stores in 53 countries that operate in cooperation with Superdry, alongside 21 branded websites and more than 4,000 employees worldwide.

Superdry brings in over \$770m USD in revenue globally. With a vast global presence, their customer service vision is one of flexibility, comfort and convenience; customers should be able to order and pick up their products from anywhere in the world. To make this a reality, Superdry has a wide online offering in addition to their many physical stores and partnerships with third-party retailers.

As a global retailer with numerous physical locations, Superdry is enjoying a wide and diverse customer base, but their success and expansion have also presented complex security challenges that, left unchecked, could pose risks that could hinder business growth.

CHALLENGES

When considering their security goals, minimizing risks associated with high-volume foot traffic at their stores — such as theft, accidents and antisocial behavior — became Superdry's top priority. To achieve this goal, they needed to replace their ineffective video security system and unify their security operations into one cohesive system. This change would enable remote security teams to collaborate in real-time with in-store employees.

Risk management and loss prevention were not the only challenges that Superdry hoped to combat. In addition, the team wanted to streamline their fulfillment and retail operations by accurately recording out-of-hours deliveries and improving their internal processes, particularly when conducting procedural training for new employees. But the legacy video security system did not provide the in-depth data necessary for such endeavors.

SOLUTIONS

To proactively protect their people, property and assets, Superdry installed an Avigilon Alta video security system. The team chose Avigilon Alta, as it provided the video quality and analytics needed to help streamline business operations, while also helping to reduce the company's security investment by integrating with their existing third-party cameras. With this integration capability, Superdry didn't need to carry out a complete camera overhaul, which significantly reduced installation and operational costs.

In total, 63 new cameras were installed across eight sites, including the Avigilon Ava Dome, Compact Dome and 360 camera models. To integrate Superdry's existing third-party cameras into one easily navigable cloud-based security system, Avigilon Alta Cloud Connectors were deployed alongside an Avigilon Alta Aware video management system (VMS).





THE BENEFITS

Exceptional Clarity

Superdry's new Avigilon Ava cameras offer exceptional image quality, which has provided several benefits to their security teams. In addition to gaining improved situational awareness of happenings on their sites, the high-quality video resolution means that Superdry can achieve wide coverage with fewer cameras on-site, reducing both their initial hardware investment and operational costs.

Smart Video Analytics

In addition to its sharp image clarity, the Avigilon Alta system also offers enhanced capabilities such as video search, audio detection and heat-mapping features, which have improved the ability of Superdry's in-store security teams to identify and prosecute those responsible for shoplifting and theft. Time is of the essence when dealing with investigations, potential threats and theft. High-quality video footage with powerful analytic features helps security teams accurately identify and track suspect individuals.

By using Avigilon Alta's analytic and heat-mapping features, teams can easily keep track of line-crossing near entry and exit points to protect high-value goods or items stored in back rooms, especially outside of regular store hours, or detect trespassing into a restricted area. In this way, Avigilon Alta's line-crossing detection and alert system enables employees to analyze and flag potential threats before they happen. As a result, Superdry has been able to minimize overhead fees and increase profits, get the appropriate restitution for their retail losses and expedite their investigation process through the video search function.



Avigilon Alta has exceeded our expectations, and we are very happy with the results. The video image quality is fantastic. Additionally, Avigilon support has been great when we have questions.

– Richard Smith, Profit Protection Manager
at Superdry

Collaborative Security

The fact that Avigilon Alta offers a centralized, cloud-based security system has also benefited Superdry by increasing their security team's efficiency and productivity in responding to potential threats. Both security teams and in-store employees can collaborate in their mission to protect staff, customers and retail goods — whether they are on-site or remote. The team can also easily identify system maintenance needs to help ensure continuous coverage so that the team doesn't discover an incident wasn't recorded only when conducting a critical investigation.

Tracking Product Fulfillment

Superdry has also found the Avigilon Alta video security system's alert function very helpful, as it records out-of-hours deliveries and allows employees and management to track their fulfillment goals. This tracking solution provided deeper analytics on the fulfillment metrics of each store. Additionally, human resources, security and fulfillment teams have the ability to harness video analytics to help measure employee performance and improve procedural training, tackling any weaknesses with data-backed strategies.



We chose the Avigilon Alta cloud-based solution because the technology is open, flexible and scalable. We could integrate our existing video security cameras to the new system and can easily add more cameras as we expand, which made Avigilon the right choice for us today and in the future.

– Richard Smith, Profit Protection Manager at Superdry

CONCLUSION

Following the installation of their Avigilon Alta security solution, Superdry's stores have become safer for customers and employees alike. Advanced video analytics have not only helped minimize retail losses for the company but also streamlined the fulfillment process. Now as the company continues to grow and cement their position in

the fashion and retail industry, Superdry can focus on their goal of becoming the number one sustainable style destination and lifestyle brand in the world with the confidence of knowing that their people, property and customers are safe and secure.

To learn more, visit:
www.skynetrsa.com



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