VANDERBILT

Building Comprehensive Protection in the Modern Retail Environment

The retail landscape is consistently changing and evolving and many of the changes we're seeing today are due to new technologies designed to streamline operations. The increased connection of devices and technologies has created opportunities that enable retailers to leverage advanced solutions to mitigate loss, enhance the customer experience, and streamline operations.

Beyond new capabilities, retailers have a great deal to protect. Whether you own a small shop or manage a multi-story shopping center, you need to ensure a secure space for employees and customers. At the same time, you must also protect inventory and prevent fraud. But since stores vary significantly in size, scope, and security requirements, what is the best approach to building a holistic security and loss prevention program? No matter

what type of retail environment you're managing, here are some best practices to consider when developing a robust security program:

Role Management

Access control solutions provide retailers with the ability to restrict access to high-profile assets, further decreasing retail shrinkage. A central database also enables businesses to manage access for employees based on work schedules, ensuring only necessary personnel are entering the building.

Training and Awareness

A retail store's mission is driven by the people that interact with the customers most: its employees. Responsible for executing store opening and closing procedures, stocking inventory, operating cash registers, and exceeding customer expectations, your team members are your most important asset. That is why training employees to be observant when assisting customers can help prevent criminal or fraudulent activity. Also, making staff members aware of potential security issues —like tailgating —can help deter theft and prevent unauthorized facility access.

Video that Drives Business

It's no surprise that video surveillance is one of the most sought-after security solutions, especially in retail, where stakeholders can use video for many uses. Retailers can monitor marketing displays and foot traffic, and if incidents should occur, video footage can help provide evidence for investigations.

Video + Access = Intelligence

Retailers should evaluate the benefits of integrated access control and video management system to amplify intelligence across their LP and security programs. Stores can use access control technology to monitor every entrance and exit of a store, including staff entrances, which need to be controlled by an authentication system, such as card readers. An access control system can also log activities at these points, creating a report of intrusion or access attempts.

Combining video and access control creates a multi-layered approach that provides a comprehensive, effective solution that supports a safe, secure retail environment. If an incident occurs, an integrated system – where video and access control communicate – will be invaluable to an investigation. For example, a retail manager could search for instances where a cardholder's entry is denied. They would receive a log and video footage showing

the event with a synchronized timestamp. This data is correlated automatically rather than having to search different material from two separate databases.

As the retail sector addresses demand and customer behavior changes, the desire for integrated, scalable solutions will increase – particularly around access control. Retailers have to be agile and respond quickly to ensure continued success. With a comprehensive security technology roadmap and plan, retailers can invest in the right technology that will allow them to remain competitive.