



**THE ULTIMATE GUIDE TO BUSINESS
VIDEO SECURITY SOLUTIONS
PROTECTING YOUR BUSINESS**



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MCC SOLUTIONS
MAY 2023

**\$50.6
billion
in loss
due to
theft in
2018**

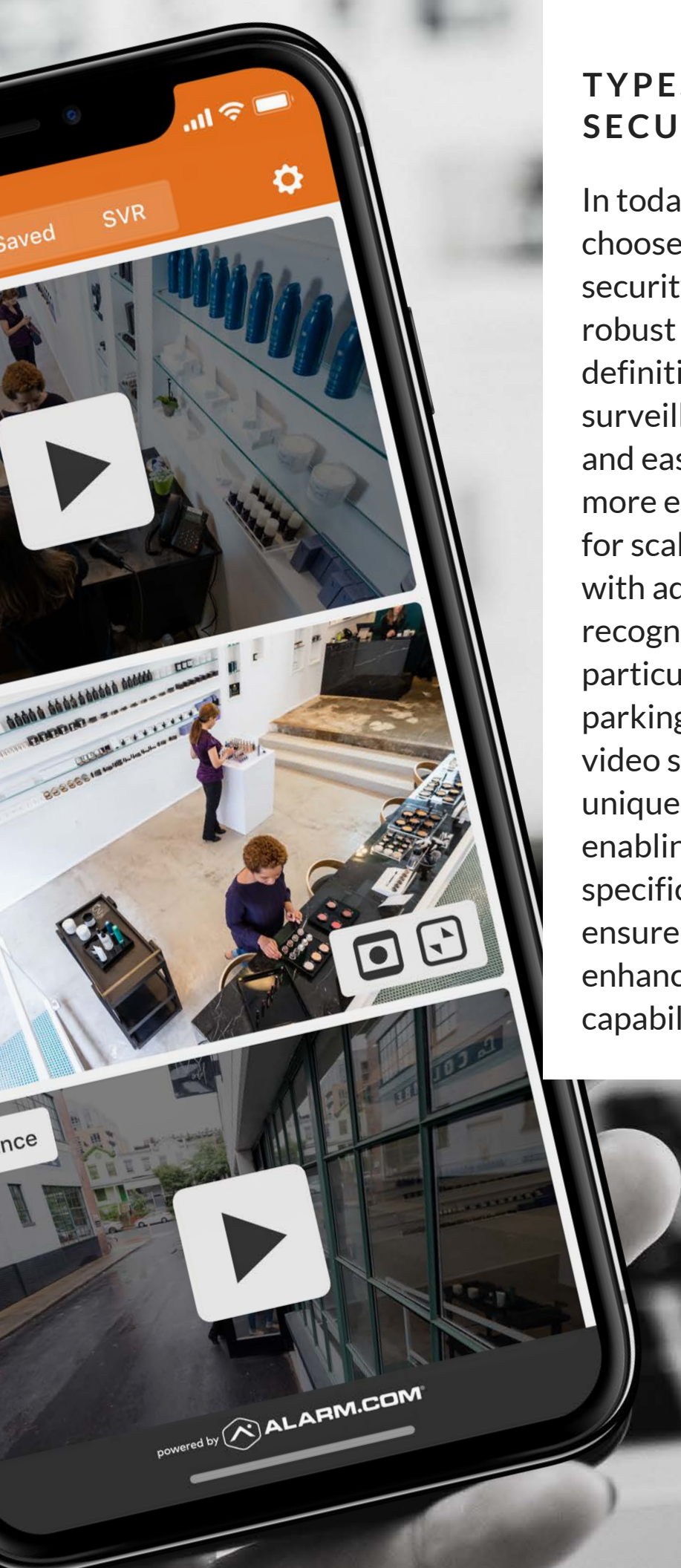
Businesses of all sizes are increasingly turning to video security solutions to protect their premises, employees, and customers. With the right video security system in place, businesses can reduce loss and theft, aid in investigations, and improve safety. This whitepaper will provide an overview of the different types of video security solutions available for businesses, their features and functionalities, as well as tips on how to best implement them.

MARKET RESEARCH & STATISTICS

According to a survey conducted by the National Retail Federation (NRF), retail stores reported a total loss of \$50.6 billion due to theft in 2018 alone. In addition, the survey found that more than half of all retail stores have experienced employee theft or fraud in the past year. These statistics demonstrate the importance of having a reliable security system in place for businesses.

TYPES OF VIDEO SECURITY SOLUTIONS:

In today's market, businesses can choose from a wide array of video security solutions that emphasize robust video analytics and high-definition cameras. For small business surveillance, options include compact and easy-to-install systems, while more extensive operations may opt for scalable and advanced solutions with additional features. License plate recognition (LPR) systems are particularly beneficial for monitoring parking lots or garages. Each type of video surveillance system offers unique features and functionalities, enabling customization to meet the specific needs of your business and ensure optimal protection and enhanced security monitoring capabilities.



BENEFITS & IMPACT OF VIDEO SURVEILLANCE SYSTEMS FOR BUSINESSES

VIDEO SECURITY SOLUTIONS PROVIDE NUMEROUS ADVANTAGES TO BUSINESSES, ADDRESSING VARIOUS ASPECTS OF SECURITY AND SAFETY. SOME KEY FEATURES AND IMPACTS INCLUDE:

- 1. Deterrence of theft and shoplifting:** A report by the National Criminal Justice Reference Service states that the presence of video surveillance systems can deter potential criminals, reducing incidents of theft and shoplifting.
- 2. Documentation of crimes:** Video surveillance systems can capture criminal activities in real-time, providing crucial evidence for law enforcement agencies and aiding in investigations.
- 3. Monitoring employee activity:** Surveillance cameras can help ensure employees adhere to company policies and maintain a safe work environment. This can lead to increased productivity and a reduction in workplace accidents.
- 4. Identifying suspicious behavior:** Advanced video analytics can detect unusual or suspicious behavior, allowing businesses to take proactive measures in preventing potential security breaches or criminal activities.
- 5. Evidence for legal proceedings:** In the event of a dispute or legal case, video footage can serve as valuable evidence to support claims or refute allegations.
- 6. Enhanced customer experience:** According to a study published in Security Journal, video surveillance systems contribute to a better customer experience by providing a sense of safety and security.
- 7. Improved emergency response:** Video surveillance systems can help first responders assess situations more effectively, leading to faster response times and better-informed decisions during emergencies.

BY IMPLEMENTING A COMPREHENSIVE VIDEO SECURITY SYSTEM, BUSINESSES CAN SIGNIFICANTLY ENHANCE THEIR OVERALL SECURITY POSTURE, SAFEGUARDING ASSETS AND ENSURING THE SAFETY OF EMPLOYEES, CUSTOMERS, AND OPERATIONS.



BEST PRACTICES & TIPS

When implementing a video security system into your business operations there are several important factors to consider:

- Strategically place cameras in areas where they will be most effective at monitoring activity
- Secure your surveillance system from hackers by using strong passwords and encryption methods
- Store video footage securely on an offsite server or cloud storage platform
- Ensure compliance with local laws regarding privacy rights
- Make sure you have adequate insurance coverage for any potential liabilities associated with your surveillance system
- Utilize motion detection technology to minimize false alarms
- Consider investing in facial recognition technology if needed
- Regularly review footage for suspicious activity or patterns



CASE STUDIES

In 2019 a convenience store owner installed a comprehensive surveillance system which included motion detection technology as well as facial recognition software. After implementation he noticed a significant decrease in shoplifting incidents within his store as well as improved customer service due to better employee monitoring capabilities provided by the new system.

A restaurant owner was able to use footage from her surveillance system when investigating an incident involving one of her employees stealing money from the cash register. The footage provided clear evidence which allowed her to take appropriate disciplinary action against the employee without any legal repercussions.



"VIDEO SECURITY SOLUTIONS SERVE AS A VIGILANT EYE, SAFEGUARDING BUSINESSES BY DETERRING CRIME, ENHANCING SAFETY, AND FOSTERING A SECURE ENVIRONMENT FOR EMPLOYEES AND CUSTOMERS ALIKE."

Conclusion:

Video security solutions offer many benefits for businesses looking to protect their premises, employees, customers and assets from potential threats or criminal activities such as theft or fraud. By understanding the different types available along with their features and functionalities you can make an informed decision about which solution is best suited for your particular needs while also taking into consideration pricing information so that you can stay within budget constraints when implementing it into your business operations . With careful planning you can create an effective video security plan that will help keep your business safe while also providing valuable insights into customer behavior which could lead to increased sales opportunities down the line!