# Putting the power back in the hands of retailers
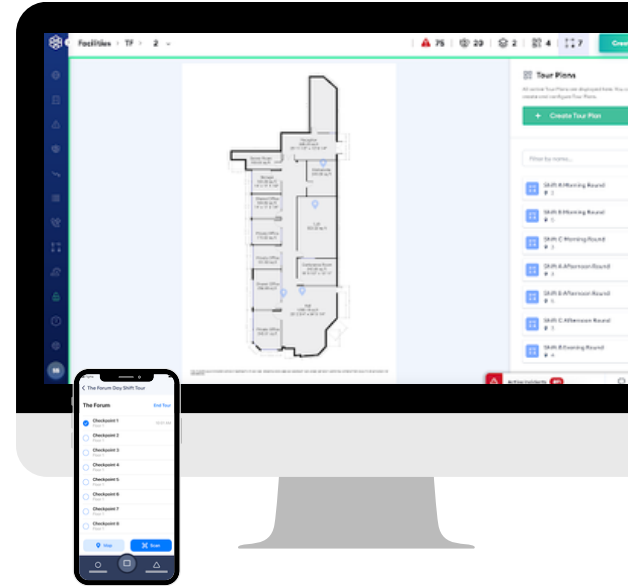
**HiveWatch**

It's time for retailers to stop relying on faulty intrusion detection systems and outdated infrastructure to protect their employees, customers, and stores. As incidents of theft, burglary, and vandalism of retail stores continue to rise and ORC becomes more sophisticated, security leaders need to look toward tech-enabled alternatives to strengthen their loss prevention and security programs.

## Intrusion detection systems weren't made for retail

- Commonly cause false alarms
- Incur significant costs because of unnecessary law enforcement dispatches and hidden service fees
- Require heavy capital investment in outdated infrastructure
- Do not leverage new advancements in security technology (i.e., cloud, AI, etc.)
- Call tree protocol are ineffective and may result in increased exposure for store employees and patrons

## The HiveWatch® GSOC Operating System benefits include:

- No need to rip-and-replace existing infrastructure
- The HiveWatch® AI Operator to detect and escalate incidents in real-time
- QuickReport, which enables employees or customers to report incidents directly from their phones
- Enable effective communication across multiple stakeholders, from GSOC operators to field resources and beyond

## Using HiveWatch in retail applications:

- Prioritize the safety and security of your customers and employees
- Gain immediate visibility into ongoing security incidents using the Guard Mobile App
- Connect your disparate systems together into a centralized platform – no matter what video or access control technology your stores have invested in
- Optimize people, processes, and legacy systems to grow alongside the business with the power to rapidly integrate acquired security systems
- Reduce the number of field resources needed and costs associated with processing false alarms

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# Overnight Deliveries Causing False Alarm Headaches

### The Situation:
A major retailer sees so much traffic during the daytime operating hours, that the company made a policy to have supplies delivered overnight. However, in many of the thousands of stores, delivery drivers weren't able to shut off door alarms in time, causing alerts to flood the company's regional security operations centers (SOCs). Additional personnel were needed to process all of these false alarms, resulting in millions of dollars related to addressing these incoming alerts – not to mention the potential to miss real incidents while doing so.

Using the **HiveWatch® GSOC OS with the AI Operator**, the retailer was able to use prompts to direct the AI Operator what to look for when processing alarms. Typically, delivery drivers were wearing vests, delivering boxes on dollies, and opening the door with a key. Telling AI what to look for through written SOPs had drastic effects on the company's ability to ingest and clear false alarms. The AI was also able to identify when there was broken glass, someone without delivery driver attire, or suspicious activity/ behaviors that required immediate response and would elevate those "real" alerts to a human supervisor.



### The Outcome:
Leveraging the **HiveWatch® GSOC OS with the AI Operator** provided this retailer with the ability to significantly reduce the number of resources needed to process thousands of false alarms per night, allowing them to concentrate on legitimate alarms and incidents. This not only saved millions of dollars in resources over several months, but also resulted in the improved identification of actual incidents from creation to resolution.

This case exemplifies how HiveWatch's AI-enabled technology can help security teams better identify actual incidents, reduce false alarms, and facilitate effective response.

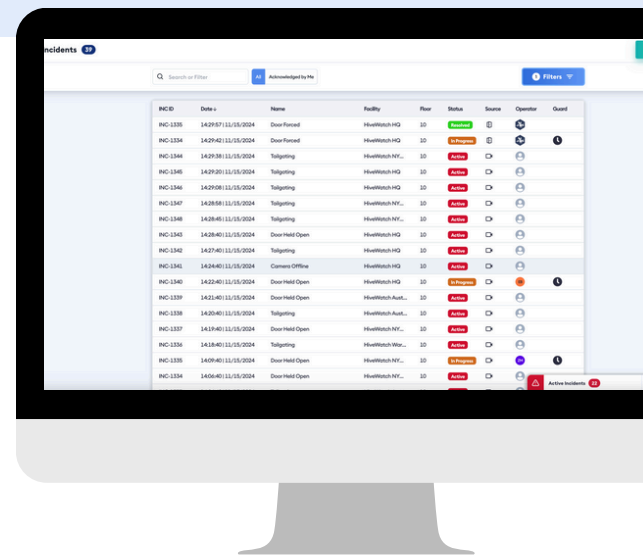# Mannequins or Burglars? AI Operator Solves a Common Problem

### The Situation:
This major clothing retailer discovered an interesting problem when deploying their video analytics solution: when a car's headlights would shine into the store's front windows, the shadows from the mannequins would create an alarm that a person was inside the store after hours. This resulted in hundreds of alarms across multiple locations per night, creating additional work for operators in their regional security operations center (SOC) and the chance to miss a real incident.



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## The Outcome:

Using the **HiveWatch® GSOC Operating System (OS) with the AI Operator**, the retailer was able to create SOPs to tell the AI Operator what to look for when processing these alarms, including variability in the light, lack of movement from the "people" being detected, and more. Informing AI what to look for had drastic effects on the company's ability to ingest and clear false alarms caused by these mannequins – and allowed operators to be freed up to identify actual threats inside retail locations that required immediate action.



# Quick Response and Effective Communication Reduces Risk to Retailer

## The Situation:

A major retailer using the HiveWatch® GSOC Operating System (OS) experienced a potentially dangerous situation when water from a roof leak caused an electrical track lighting to smoke.

A store representative contacted their GSOC to report smoking track lights caused by a roof leak. Using the HiveWatch® GSOC OS, the GSOC operator was able to take charge, collecting the necessary information from incoming video feeds and location mapping, immediately contacting local authorities using the platform's Emergency Services Communication (e911) feature. As a result of the platform's built-in ability to route authorities directly to where the incident was occurring, officials were able to respond promptly to mitigate damage to the retail location.



## The Technology:

- The **HiveWatch® GSOC OS** facilitated seamless communication and incident management from beginning to end.
- Emergency Services Communication (e911) enabled direct, streamlined communication with emergency responders, significantly reducing response time.
- Integrated disparate systems, such as video surveillance, allowed operators to maintain visual awareness of the situation as it developed.

## The Outcome:

The situation was successfully resolved in a timely manner. This case exemplifies how HiveWatch's purpose-built technology can help facilitate response and prevent a potentially dangerous situation from escalating. The HiveWatch® GSOC OS supports effective communication across internal and external stakeholders, streamlining response and prioritizing the safety of people and assets.

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