

# Loss Prevention Technology that Works

**F**or most people, video security is about capturing incidences of theft on camera. i<sup>3</sup>DVR's loss prevention program offers cutting-edge technology that is the extra pair of eyes you need to monitor all aspects of your retail business.

Today having a VCR monitoring system as a part of your loss prevention security plan just doesn't cut it. The searching capabilities and the time spent changing tapes, not to mention image quality, just doesn't answer to the ever-growing needs of shrink, internal theft, fraud, and false claims within today's retail environment.

i<sup>3</sup>DVR has made it their business to combine cutting-edge technology in a customized software and hardware DVMS system to provide a successful security solution that works.

## The PACDM Advantage

The i<sup>3</sup>DVR DVMS system is equipped with PACDM™ software and is more than just a surveillance tool—it's a retail operations loss prevention solution. Designed for both small- and large-scale

retail applications, the PACDM advantage takes traditional video surveillance to the next level. Integrating video analytics to your POS system, ATM machines, and card access systems, you now have the ability to apply security at every vulnerable point of transaction. PACDM also acts as a data manager for Videologix™, which offers you the option of gathering critical data about your operations 24 by 7, 365 days a year with just a click of a button, saving you tons of time and money.

Every time a critical event or suspicious transaction takes place on your premises, PACDM sends out an alert to the people who need to know. If one of your cash registers is open for an extended period of time or an unauthorized vehicle is parked in one of your monitored areas, PACDM instantly notifies you of the potential issue. This ensures that you no longer have to rely on second- and third-party information to stay up-to-date or be reactive to a potential issue.

In retail, there is nothing more vulnerable than your cash register, and inventory shrinkage isn't always the result of an outside threat. "Sweethearting" is on the rise with employees

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ringing in unauthorized discounts or assisting in shoplifting. By surveying every point-of-sale transaction that occurs daily, you can identify and eliminate loss due to under-rings, fraud, and sweethearting.

### Monitor Multiple Store Locations Remotely

Imagine being able to view all of your store operations at one time from virtually any location. PACDM Remote Viewing Technology coupled with its latest add-on, Web PACDM, allows you to do just that. You will be able to view and access data from multiple video and data sources at any time of the day or night from anywhere in the world.

This web-based solution allows you the ability to monitor multiple facilities remotely, access critical data from a single or multiple DVMS, view single or multiple cameras from various facilities, and generate customizable software graphs and reports, all while watching live video. When traveling on business, you will have real-time data at your fingertips. The ability to configure and administer your system remotely will save you time and money by affording you the luxury of being where you want to be and the security of knowing you can monitor your business just as effectively abroad.

### Improve Customer Service and Save Time

There are many ways PACDM can pinpoint areas of your business for efficiency and improvement. Allowing you to monitor customer wait times, examine high- and low-traffic periods and zones, analyze staffing requirements and floor inventory are just a few ways of improving customer service and creating ways to encourage customer loyalty programs.

By performing custom queries you will be able to conduct thorough trend analysis to improve process flow. You will also be able to identify high- and low-traffic times, and correct overstaffing and understaffing issues. This will allow you the information needed to adequately train your staff to provide superior customer service.

Pinpointing the exact location of critical events and inconsistencies in your data is one of the most valuable timesaving tools on the market. You can monitor your staff and transactions without having to sift through tedious hours of recording video. Put simply, PACDM eliminates the need to rely on others for the information you need to make informed business decisions.

### Perfect Digital Image

At any time, you may be called upon to provide proof of who sold what, to whom, at what time, and for what price. You may also be required to address liability claims and customer complaints. To meet the burden of proof, your evidence must stand beyond a reasonable doubt. Irrefutable proof leaves no room for blurred and distorted images. In addition, date and time stamping must be accurate down to the millisecond. PACDM delivers all of these criteria, producing evidential quality video you can rely on every time.



### When thinking of a loss prevention program that captures:

- Transactional data,
- Provides state-of-the-art text overlay,
- Performs exception-based reporting,
- Reduces inventory and cash shrinkage,
- Eliminates sweethearting, under-rings, frauds, and no sales,
- Manages your risk potential through comprehensive risk analysis, and
- Acts as a data manager for Videologix (video analytics) and Sentinel™ (license plate recognition),

**i<sup>3</sup>DVR has a loss prevention solution to fit your every business need.**

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