

# 25 REASONS WHY YOUR BUSINESS NEEDS VIDEO SURVEILLANCE.

## 01 INCREASE OVERALL SECURITY & SAFETY

Security cameras positioned throughout a business help to prevent crimes and break-ins. Businesses are **4x more likely to be burglarized as a home**



## 02 PREVENT THEFT



According to the Jack L. Hayes International 30<sup>th</sup> Annual Retail Theft Survey nearly one in every 35 employees was apprehended for theft from their employer in 2017.

## 03 PREVENT FRAUD

A typical business can lose up to **5%** of its revenue to fraud



**80%** of thefts happened in organizations with fewer than 100 employees. Over half had fewer than 25 employees

## 04



## 05



Smaller organizations are more vulnerable to employee theft because there are often fewer safeguards in place

More than **60%** of burglaries are forcible entry.

## 06

Many people believe that burglaries are simply "crimes of opportunity. However, statistics shows the majority of burglaries are actually forcible entries (breaking windows, picking locks, kicking in doors, etc.). A good security system, including surveillance cameras can be a great deterrent for these types of crimes

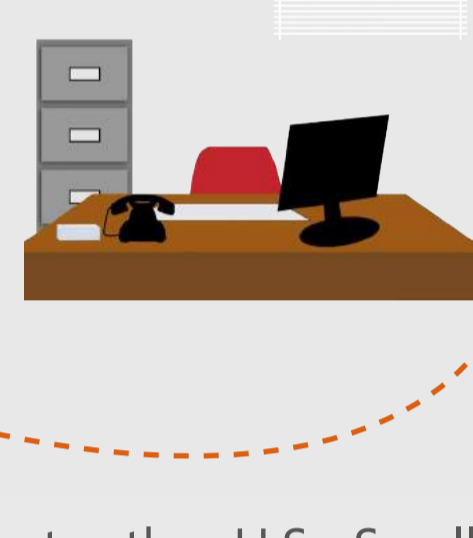


## 07 IMPROVED CUSTOMER IMAGE/PERCEPTION



The presence of a good security system shows your customers that you care about their safety and security and can improve their overall perception of your business

Video surveillance protects your employees both directly & indirectly. When installed in company parking lots and outside the physical building they can record suspicious activity and allow company security officers or others to ensure employees reach their vehicles safely.



## 08

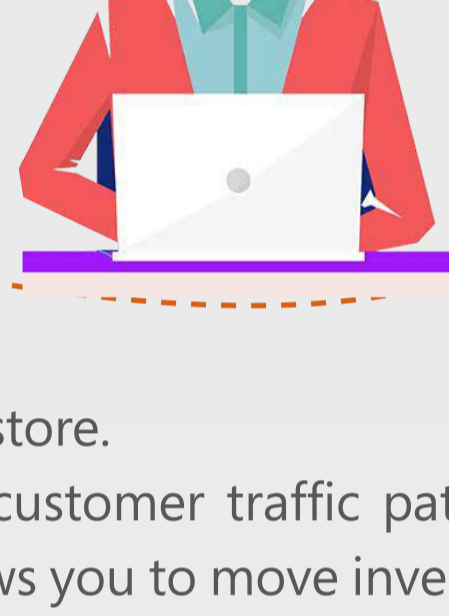
## 09



Business owners pay directly and indirectly for vandalism. According to the U.S. Small Business Administration, a single incident of vandalism costs on average **\$3,370**. Conspicuously placed cameras have been proven to reduce threats of violence and vandalism at businesses dramatically.

## 10

Improve worker productivity and business operations



## 11



Video cameras can also help you sell more products from your retail store. How? They make it easy to track customer traffic patterns throughout your business. This allows you to move inventory and adjust stocking so that you're taking full advantage of "natural" high-traffic areas.

## 12

Continuous real-time monitoring – IP surveillance allows authorized employees to monitor critical business areas continuously, 24/7 in real time from almost anywhere.



## 13



Avoid costly legal expenses from false or dishonest claims. One of the worst fears of any business is being sued. Whether an accident, injury, harassment or other legal issue occurs on site, having video evidence can prove what actually took place.

## 14

Business Compliance – Many types of businesses must have a video surveillance system in place to comply with HIPAA or SEC regulations as well as internal corporate policies.



## 15



Video surveillance footage is one of law enforcements best investigative tools for business related criminal activity including theft and vandalism.

## 16

Video surveillance is cost effective and scalable. As your business grows, adding and integrating additional cameras into an established network is easy and cost effective.



## 17



Video surveillance protects employees indirectly by monitoring each visitor who comes into the building and keeps a video record of their activity.

## 18

Because employees, managers and supervisors cannot be everywhere at once, a video surveillance system monitors productivity without the added expense of hiring additional personnel



## 19



Retail establishments use video surveillance to monitor customer transactions. For example, if a customer claims to have purchased an expensive item but does not have the receipt, or that an employee was rude or provided misinformation, video surveillance records can be used to determine whether they were in the store on the day in question, and what, in fact, took place.

## 20

Video surveillance makes good business sense – As a business owner, or leader, you can't be in more than one place at a time. Video surveillance provides you with visual access to your business when you need it 24/7, 365 days of the year.



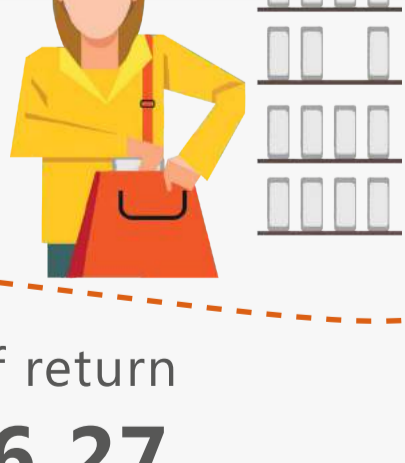
## 21



Robberies and burglaries are up **8.6%** since 2016.

## 22

The average cost per shoplifting incident doubled to **\$559**.



## 23



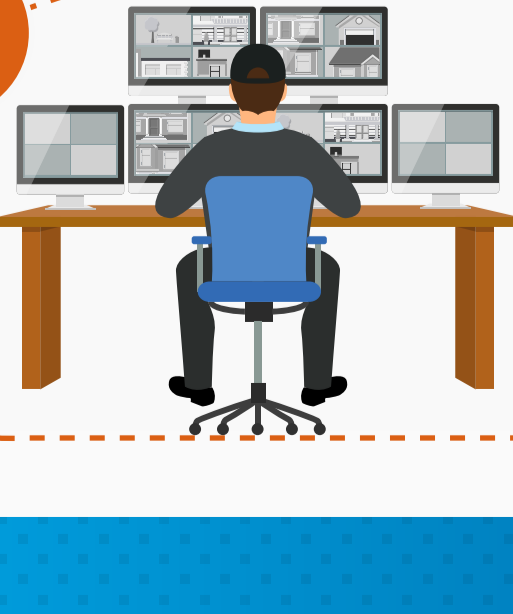
The average costs of return fraud was **\$1,766.27**, with a median of **\$171**.

## 24

**60%** of known shoplifters were detected entering at least two separate locations of the same retail chain.



## 25



**20%** of known shoplifters visited three or more locations of the same retail chain.

### SOURCES

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