

# The Guide to Retail Security and Efficiency Using IoT Cameras

MOBOTIX AG



# Introduction to Retail and IoT Cameras

Almost every brick-and-mortar retail store these days relies at least partially on cameras for security purposes. In addition to preventing theft, these cameras can also be used to keep an eye on inventory and track customer behavior.

With the advent of IoT cameras, retail businesses can now take advantage of the latest in security technology. IoT cameras are connected to the internet and can be monitored from anywhere in the world. They are also much more affordable than traditional security cameras and can be used to automate many tasks that would otherwise require human intervention.

In this ebook, we will discuss the benefits of using IoT cameras for retail security and efficiency. We will also provide a few tips on how to get started.

## The Benefits of Cameras in Retail

There are **many benefits** to using cameras in retail settings. Some of the most important benefits include:



### Protection Against Loss of Money and Goods

- Prevent in house stock theft
- Detect shoplifting
- Prevent burglary
- Violence deterrence
- Money monitoring



### Pandemic Protection

- Detect wearing of masks
- Count customers
- Avoid overcrowding of areas (ensure social distancing)
- Recognize divergent temperatures of people



### Building and Personal Security

- Vandalism
- Detects accidents
- Detect objects
- Monitor entry & exit points
- Parking area security
- Fire detection



### Sales and Service Optimization

- Identify heat maps/movement profiles
- Data Driven Marketing
- Queue management
- Staff Efficiency
- Customer profiles
- Parking management



## Chapter One: Protection Against Loss of Money and Goods

Theft is a major concern for any business, and retail businesses are no exception. In fact, theft can be even more of a problem for retailers than other types of businesses, as they tend to have a lot of inventory that can be easily stolen.

Cameras can help to mitigate the risk of theft by deterring would-be thieves and catching them in the act.

### Detect Shoplifting

One of the primary uses of cameras in retail settings is to detect shoplifting. Shoplifters can be deterred by the presence of cameras, and those who do attempt to steal can be caught on camera and later prosecuted.

Shoplifting can be as overt as stealing items from the store shelf, or it can be as subtle as switching tags or hiding items in a bag. No matter how it is done, shoplifting costs retailers billions of dollars every year.

### Prevent In-House Stock Theft

In addition to preventing theft from outsiders, cameras can also be used to prevent employees from stealing inventory. This is accomplished by placing cameras in strategic locations where they can monitor the movements of employees.

Cameras can be placed in areas such as the stock room, the loading dock, and the front of the store. This will help to deter employees from stealing inventory and help to catch them if they do attempt to steal.

### Prevent Burglary

Burglaries are also a major concern for retailers, and cameras can be used to deter burglars from breaking into stores. Cameras can also be used to record the activities of burglars to help identify them later.

For example, if a burglar breaks into a store in the middle of the night, the camera footage can be used to help identify them and prosecute them.

### Violence Deterrence

The presence of cameras can also help to deter violence in retail settings. Many criminals are reluctant to commit crimes when they know that they are being recorded.

For violence like robberies and assaults, the presence of cameras can help to reduce the number of incidents that occur. This is because criminals are less likely to commit crimes when they know that they are being recorded.

### Money Monitoring

Cameras can also be used to keep track of the money that is being taken in and out of a store. This can help to ensure that no money is being stolen and that the store is making a profit.

At POS locations, this adds an extra layer of accountability to the sales process by providing a video record of each purchase. It also provides assurance in the event an employee is suspected of taking money from the register.

## Chapter Two: Pandemic Protection

In the current pandemic, it is more important than ever for retailers to take measures to protect their customers and employees. Cameras can be used to help with this by detecting people who are wearing masks or who have a high body temperature.

### Detect Wearing of Masks

One of the ways that cameras can be used during pandemics is by detecting people who are wearing masks. This can help to prevent the spread of infection and uphold local laws and regulations regarding masking.

In areas with mask mandates, cameras can be used to track if the general population is abiding by mandates. This can help to keep the population safe by ensuring that everyone is wearing masks when they are required to do so.

### Count Customers

Cameras can also be used to count customers to monitor the flow of traffic. This can help to ensure that there is enough space for people to move around and that no areas are becoming overcrowded.

To prevent the spread of illness, it is important to keep track of the number of people who are in the store at any given time. This will help to ensure that people are not congregating in large numbers and that there is enough space for people to move around.

### Detect Divergent Temperatures of People

Cameras can also be used to detect the temperature of people to help prevent the spread of infection. This can be done by measuring the difference in temperature between people.

With thermal imaging, it is possible to detect people who have a high body temperature. This can help to identify people who might be sick and need to be isolated from the rest of the population.

***IMPORTANT: The multifunctional MOBOTIX video systems retain their added value beyond the pandemic. While many other systems act very specifically, MOBOTIX technology can be adapted at any time for numerous new tasks and scaled to meet all applications.***



**MOBOTIX M73**

*High-end camera with app technology*





MOBOTIX v26

*Perfectly protected indoor dome*

## Chapter Three: Building and Personal Security

In addition to protecting against theft and pandemics, cameras can also be used for security purposes in other ways.

### Vandalism

Cameras can be used to detect vandalism and help to apprehend the perpetrators. This can help to keep stores safe and protect their property.

Whether it is graffiti or damage to the property, cameras can help to identify the person who is responsible. This can help to prevent further damage and ensure that the store is kept safe.

### Detects Accidents

One of the ways that cameras can be used for security is by detecting accidents. This can help to prevent injuries and ensure that people are safe.

Whether people have an accident on the store floor or in the parking lot, cameras can help to provide footage and alert the proper personnel.

For example, if someone falls, the cameras can provide footage of the fall and help to identify any hazards that might have been a factor.

### Detect Objects

Cameras can also be used to detect objects that are out of place or that may be hazardous. This can help to keep stores safe and prevent accidents from happening.

The best use for this video analytic is to detect objects that have been left behind by customers. This can include items such as strollers, carts, or packages.

By detecting these objects, stores can ensure that they are safely returned to the customer and that no one trips over them.

### Monitor Entry and Exit Points

Entry and exit points can be monitored by cameras to keep track of who is coming and going. This can help to prevent unauthorized people from entering the store or leaving with stolen goods.

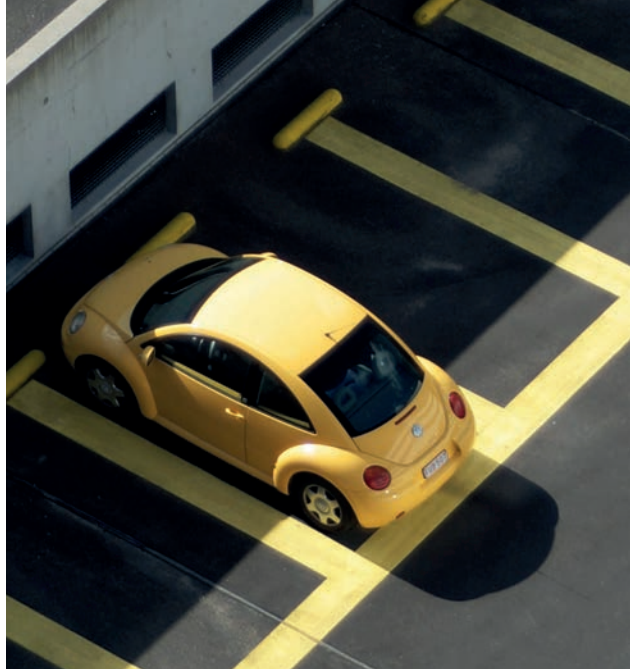
Depending on how many entry and exit points there are, it is possible to keep track of everyone who comes in and leaves the store. This can help to improve security and prevent crime.

With a centralized cloud hub, businesses can access all their footage from a single location. This makes it easy to review footage and quickly find what you are looking for.



**MOBOTIX S74**

*Discreet. Flexible. Brilliant.*



## Parking Area Security

The parking area can also be secured with the help of cameras. This can help to prevent crimes from happening in the parking lot and ensure that people are safe when they are leaving or arriving at the store. Accidents while parking (personal injuries, fender benders, hit and run) can also be easily detected or traced.

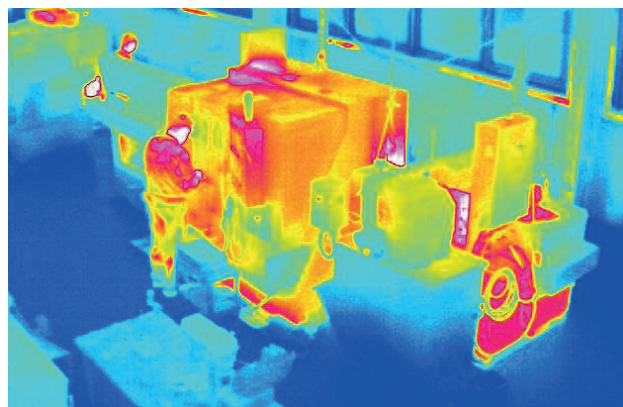
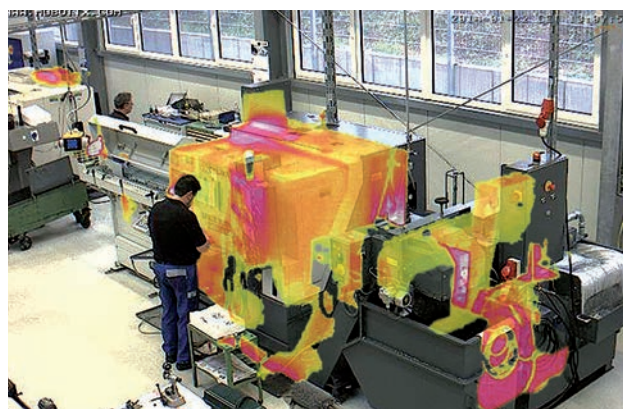
For larger complexes, parking monitoring can help optimize efficiencies and keep track of how many spots are in use at any given time.

## Fire Detection

Cameras can also be used to detect fires and alert the proper personnel. This can help to prevent fires from happening and ensure that people are safe in the event of a fire.

Whether it's fire or smoke detection, cameras can be an important part of a comprehensive fire safety plan.

Thermal imaging for example can detect the presence of heat even when there is no smoke. This can help to identify the source of a fire and ensure that it is extinguished as quickly as possible.



# Chapter Four: Sales and Service Optimization

Many retail businesses are aware of security monitoring, but there are a lot of more benefits of using video analytics for sales and service optimization.

## Identify Heat Maps/Movement Profiles

Cameras can be used to create heat maps and movement profiles to understand how customers move around the store. This can help businesses to place items in specific locations based on customer traffic.

It can also help to identify areas of the store that are underperforming or that need more attention.

Heat mapping paired with object identification can help businesses to understand what items customers are picking up and putting back down. This can help to improve product placement and increase sales.

## Data Driven Marketing

With the help of video analytics, businesses can also use data-driven marketing. This involves analyzing customer behavior and then using that information to create targeted marketing campaigns.

This can help businesses to increase sales and better understand their customer base. For example, a business might learn that a certain item is more popular among men than women.

The license plate recognition may be used to identify where the customers are coming from. The business owner can use this information to target advertising in these areas.

## Queue Management

Cameras can also be used to manage queues and help to keep them organized. This can help to improve customer service and reduce wait times.

In some cases, businesses may even be able to use video analytics to suggest an alternate line if one is becoming too crowded.

## Staff Efficiency

Staff performance and efficiency can also be improved with the help of video analytics. This can help to ensure that employees are where they need to be and that they are completing their tasks correctly.

It can also help to identify areas where staff could be working more efficiently. For example, a business might find that too many employees are working in the stockroom.

## Customer Profiles

With video analytics, businesses can also create customer profiles. This involves gathering data about customers' shopping habits and using that information to provide a more personalized experience.

This can help businesses to increase sales and keep customers coming back. For example, a business might tell those certain areas of the store are visited more frequently by elderly customers.

## Parking Management

As mentioned earlier, parking management can be improved with the help of video analytics. This can help to optimize the use of parking spaces and ensure that customers are able to find a spot quickly and easily.

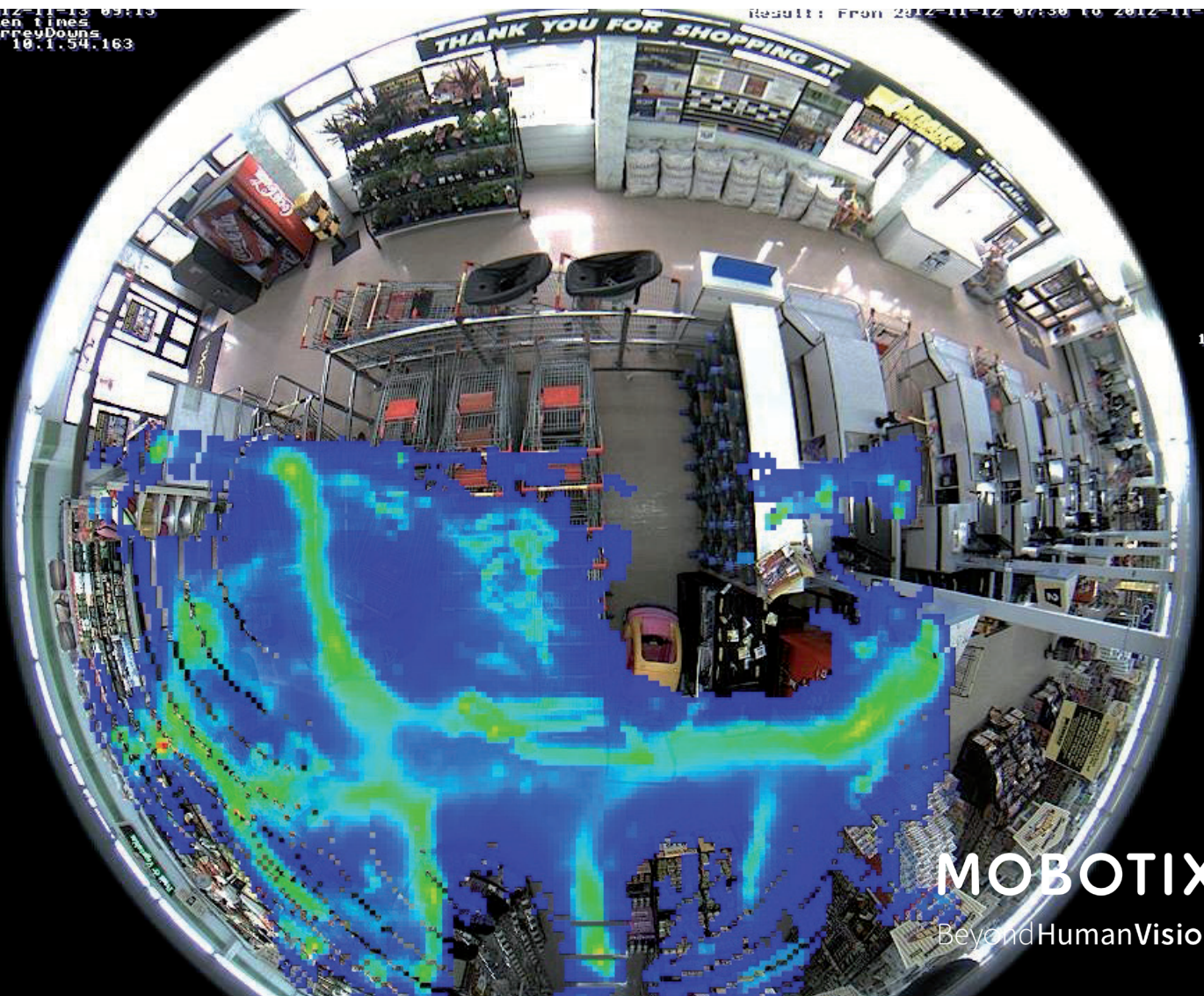
It can also help to identify areas of the parking lot that are underused or that are causing congestion.

MOBOTIX c26  
Indoor 360° hemispheric



File: 2012-11-13 09:15  
Profile: Open times  
Camera: SurreyDowns  
IP Address: 10.1.54.163

Result: From 2012-11-12 07:30 to 2012-11-12 21:00



## Chapter Six: Putting It All Together

By now, you should know the benefits of using MOBOTIX cameras. You also should be familiar with their different characteristics and how they can help your company.

There are **eight key AI apps** that MOBOTIX recommends for healthcare facilities.

- **MxAnalytics AI** – Reliable, object-based counting and behavior detection.
- **MxActivitySensor AI** – Reliable object-based motion detection independent of weather and brightness interference.
- **AI-Intrusion PRO** – Shows intruders crossing one or a sequence of virtual lines. Multiple lines increase system reliability.
- **AI-Heat** – Identifies frequently visited areas (hot spots) and less frequented areas (dead areas) based on the length of time people spend there.
- **AI-Fire** – Early detection of flames indoors and outdoors (e.g. vehicles, containers).
- **AI-Smoke** – Smoke detection inside and outside. For all optical image sensors.
- **AI-Loitering** – Detects suspicious behavior of people who remain in certain areas for an extended period of time.
- **Visage Face Recognition** – Face recognition using stored image data. With 97% success probability with access control applications.

If you're looking for more information on MOBOTIX cameras or any of the other products that we have available, you can learn more about them by contacting us.

You can also request a **product demonstration** from one of our sales representatives. They will be able to tell you everything that you need to know about MOBOTIX and what it can do for your business.



Contact us  
[us.info@mobotix.com](mailto:us.info@mobotix.com)

A close-up photograph of two hands shaking, with a blue semi-transparent rectangle overlaid on the image. The hands are positioned in the center, with fingers interlaced. The background is a soft, out-of-focus light blue and white. The blue rectangle contains white text for contact information.

## CONTACT US

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# Intelligent Video Security Solutions Made in Germany

MOBOTIX offers a comprehensive range of solutions for all aspects of video-based security systems. We develop high-quality, decentralized, energy-efficient systems that mean our customers save money on every MOBOTIX system installed.

Our motto **Beyond Human Vision** is also our mission: MOBOTIX is fully committed to making itself the most reliable company it can be, one that protects people and property by using intelligent, cyber-secure video technology to go beyond human vision.



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