



# Strengthen Retail Security with a Fully Integrated System

Verkada simplifies and modernizes retail management by combining all physical security needs onto one, easy-to-use platform. Learn how retailers are utilizing the system to minimize shrinkage, protect people and assets, ensure quality control, and gain insights to inform strategic product placement.




**Video Security**

- Increase coverage across locations
- Gain key insights to improve in-store performance.
- Set proactive notifications for unusual motion and repeat offenders.



**Access Control**

- Provision store managers, employees, and other staff with tiered access levels.
- Schedule doors to lock or unlock based on hours of operations.



**Sensors**

- Maintain optimal conditions for ideal shopper experience and product control.
- Be alerted of any sudden changes in temperature, noise levels, or air quality.



**Alarms**

- Detect intruders in real-time with a natively integrated, cloud managed alarm system.
- Respond immediately with 24/7 professional monitoring.

## Key Benefits

### Proactive Loss Prevention

Know instantly when repeat offenders are on site or suspicious activity occurs after hours.

### Search Filters for Quick Investigations

Use powerful forensics to filter people, vehicles, motion, and other attributes.

### Monitor From Anywhere

Remotely access doors and cameras across sites through Command, Verkada's web-based platform.

### Share Video for Incident Response

Locate, download, and share footage from any browser or mobile device in minutes.

### Real-Time Occupancy Management

Set proactive alerts to detect crowding, and visualize traffic patterns with heatmaps.

### Gain Valuable Store Insights

Improve staff efficiency and product placement with data-driven insights into customer behavior.



## Built For Your Organization

### IT Professionals

- Plug-and-play with a simple PoE connection – no NVRs, DVRs, or complex configurations.
- Set user-based roles across your organization to ensure proper access.
- No hidden costs – US-based technical support, unlimited user seats and cloud archiving are all included.

### Loss Prevention & Security

- Receive instant SMS alerts when a Person of Interest is on-premise or motion is detected afterhours.
- Easily isolate events with advanced filters for quick investigations.
- Share live feeds, floor plans or archived footage via SMS, MP4, or direct link.

### Store Managers

- Oversee all sites on one cloud-based platform, easily accessible through any web browser or mobile device.
- Receive real-time proactive alerts for overcrowding or suspicious activity happening across store floors.
- Optimize retail staffing and product planning with shopper-based metrics.

## Customer Testimonials



### Canadian Tire

“ We’ve reduced shrinkage by 50% since deploying access control and video security as the backbone to our system, contributing an incremental \$60,000+ to our profitability for the fiscal year.”

—  
**Adam Roseneck**  
Franchise Dealer



### Fun Town RV

“ Verkada provides us with 24/7 remote visibility and proactive alerts if cameras go offline, or when anything meaningful is happening onsite.”

—  
**Malachi Salazar**  
Director of IT & Marketing



### Cycle Gear

“ Verkada makes overseeing surveillance across locations not just possible, but really easy. Managers can quickly pull up footage to see what’s happening onsite.”

—  
**Ed Homich**  
Director of IT



### Adams Beverages

“ I have one solution where I manage all physical security across our facilities, I no longer need to maintain disparate servers and separate user databases.”

—  
**Christopher Koch**  
Director of Information Systems



### Sook Retail

“ Regular feature and security updates means that the technology I buy today will always be ahead of the curve. Plus, the 10-year warranty means I can spend time on planning for growth, rather than worrying about existing investments.”

—  
**Daniel Burnham**  
CTO and Co-founder



### Heinemann

“ Never has finding and retrieving footage from our stores been so easy. The ability to find people based on their appearance or face has been a gamechanger – we can quickly identify suspects, repeat offenders, VIPs, and staff.”

—  
**Brett Williams**  
Compliance Manager