

SOLUTION BRIEF

# Safer and More Profitable Stores With Fortinet AI-enabled Video Surveillance

## Executive Summary

Retail crime remains one of the most serious problems facing retailers, from large superstores and chains to grocery stores and smaller independents. Revenue loss and property damage from theft, vandalism, or other causes can be devastating for retail owners. These crimes might also create a long-term impact in business continuity and security concerns from employees and customers. Most businesses install security cameras to reduce theft and shoplifting in the retail environment, but loss prevention is not the only benefit of using video surveillance systems in these locations. There are many other benefits to implementing a camera surveillance system, including monitoring employee workflow and studying customer shopping patterns.

However, legacy and outdated cameras and surveillance equipment tend to be common among retail businesses. These legacy systems consistently fail to deliver quality images of criminal activity and also increase operational complexity to optimizing protection.

Fortinet combines smart surveillance cameras, AI-enabled video management software, high-performance video recorders, and mobility support in one solution. Businesses can take advantage of Fortinet's unified video surveillance and physical security management in one integrated platform.

## Unreliable Surveillance Impacts Store Safety and Liability

Any retailer is vulnerable to internal and external factors that affect overall safety, customer service, and profits. It's crucial to have the right surveillance equipment to proactively monitor activities and automatically identify threats. Today, many retail stores still have aging cameras or home security systems installed on their premises. These security systems do not provide reliable surveillance when it's needed and/or deliver images that are too poor quality to be useful. In addition, these security systems may be prone to cyberattacks, resulting in downtime and data loss.

## Smart Video Surveillance Optimizes Retail Experience for Any Environment

The pressure to ensure the safety of employees and customers, minimize costs, and elevate shopping experiences makes it essential for retail stores to prevent inventory loss and efficiently manage a wide variety of risks.

Built on the highest security standards and employing innovative artificial intelligence (AI) technologies, Fortinet Video Surveillance simplifies management via integration and automation, and reduces operating costs. Retailers can see what is happening on their premises with remote, real-time visibility, accessible from anywhere. The Fortinet Video Surveillance solution is also fully customizable. IT teams can easily configure the system to build the secure and productive environment that works best for their businesses.



According to the organized retail crime Survey 2020 by the National Retail Federation, organized retail crime cost retailers an average of \$719,548 per \$1 billion in sales, which was up from \$703,320 in 2019.<sup>1</sup>



Nearly 70% of security cameras are running out-of-date firmware, while 4 in 10 are vulnerable to cyberattacks.<sup>2</sup>

## Always-on Secure Video Surveillance for Retail

Retailers often operate with limited resources and thin margins. This means manual security monitoring and management tasks should be eliminated through automation whenever possible. Fortinet’s AI-enabled video surveillance solution, backed by the Fortinet Security Fabric, enables retailers to create a safer and smarter environment to help fight crimes, prevent loss, and enhance efficiency for better customer experiences.

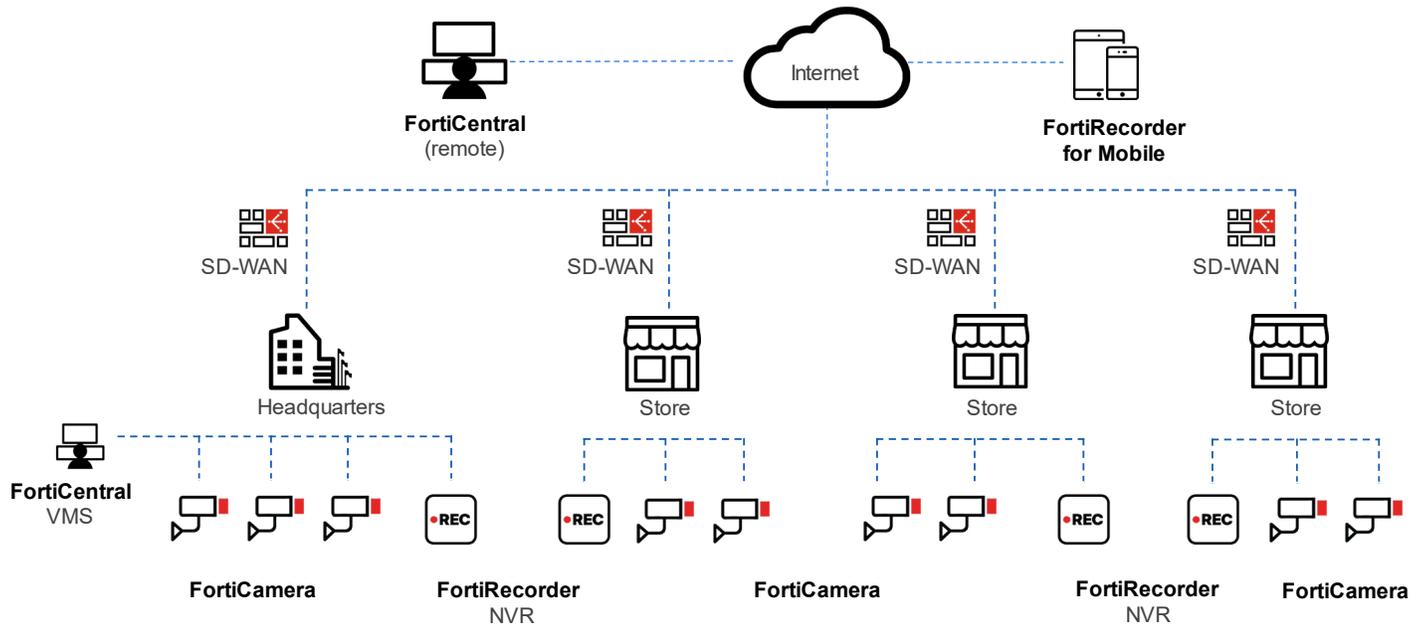


Figure 1: Fortinet video surveillance solution for retail.

Fortinet Video Surveillance systems include the following components:

**FortiCamera IP cameras** deliver crisp, high-resolution HDTV-quality images that help provide reliable evidence against crimes and increase safety on your premises. Images can be sent continuously, or triggered by a wide range of events, including motion or audio detection.

Combining style and technology, FortiCamera delivers complete security coverage with options for various camera types to fit any location. They range from small, unobtrusive indoor cameras to rugged, weatherproof outdoor models. They include options for viewing angles, infrared distance, low-light sensitivity, audio support, and more.

These affordable cameras work seamlessly with FortiRecorder systems to bring intelligence and proficiency to video surveillance for everyday security needs.

**FortiRecorder network video recorder (NVR)** helps unify the management of cameras, systems, and extended storage across locations from a single platform. It is easy to deploy and can be personalized for optimal performance and security automation for each organization. FortiRecorder can be easily configured for continuous or event-based recording. Alarms and notifications can be set to inform users of events whether the user is on-site or remote.

Flexible deployment options with various hardware and virtualization support the range of cameras and storage needed for any type of retail environment.

Each FortiRecorder is equipped with local storage for fast access to video footage. If there are multiple cameras or footage needs to be stored for a long time, FortiRecorder can extend recording capacity through network-attached storage. Archived files can be seamlessly accessed for playback from the local or remote device.

FortiRecorder works seamlessly with FortiCamera, with camera auto-detection and no additional license fees. FortiRecorder also supports the widely adopted ONVIF camera standard.



**FortiRecorder Mobile** is a free mobile client available for Android and iOS devices. It can be used to access FortiRecorder to view live video from security cameras, see notifications, and play back video events, from anywhere.

**FortiCentral video management software (VMS)** is a free Windows-based application ideal for retailers that require advanced features beyond those included in the FortiRecorder browser-based interface. It provides centralized control and visibility of all video surveillance across multiple locations, from anywhere. The interface is easy to customize and enables fast access to real-time video and recordings.

Equipped with cutting-edge AI analysis and automatic event notifications, **FortiCentral** proactively detects suspicious events on the property. FortiCentral is tightly integrated with FortiCamera and FortiRecorder to provide a single command hub.

## Beyond Video Surveillance With Artificial Intelligence Technologies

Fortinet innovative machine-learning (ML) analysis makes it possible for retail organizations to recognize people, objects, and even certain scenarios. These AI-enriched capabilities help automate security workflows and safety processes for optimal operational efficiency and minimum loss.

Fortinet develops a wide range of video analysis technologies beyond basic security. The gathered intelligence can be used for many purposes in retail practices, for example, monitoring customer behaviors, tracking occupancy, measuring traffic, and helping companies make critical decisions and adjust business models. You can automate your security workflows for optimal operational efficiency and minimum loss from crimes and theft. These deep ML capabilities are inclusive in our free FortiCentral video management software:

- Face recognition
- Object recognition
- Occupancy detection
- Privacy protection
- Facemask detection
- Heat maps

## Conclusion

Whether you are responsible for a single retail store or thousands, you will benefit from Fortinet's comprehensive and affordable surveillance system with these advanced analysis technologies to meet the needs of budget-conscious retailers. We help retailers maximize profits, ensure high-quality customer service, and manage safety and security concerns.

In addition, Fortinet Video Surveillance is part of the Fortinet Security Fabric. The Security Fabric provides true integration and automation across any organization's security infrastructure, delivering unparalleled protection and a single pane of visibility.

<sup>1</sup> ["2020 Organized Retail Crime Survey,"](#) National Retail Federation, December 15, 2020.

<sup>2</sup> ["Nearly 40% Of Security Cameras May Be Vulnerable To Cyber-Attacks,"](#) A&S Adria, December 19, 2019.

