

EMC Physical Security Solution for Retail

The Big Picture

- An integrated physical security solution to protect all aspects of your retail business.
- Authenticate user access to your store IT systems.
Capture all activities by shoppers, staff, and partners on video, then analyze in-store or aggregate video from multiple stores and review it from anywhere via the Internet.
- Cost-effectively save and time-stamp video for future analysis and litigation support.
- With over 100,000 installations worldwide, Verint is the de-facto standard for “easy IP” networked video. One-third of the Fortune 250 companies use Verint.
- One hundred percent of apparel, 92 percent of specialty retail, 87 percent of food & drug, and 7 of 10 general merchandisers on the Global Fortune 500 rely on EMC information infrastructure.

Reduce shrinkage, mitigate liability, and create a safer environment for shoppers and staff with a proven solution from EMC and Verint

Business challenge

Over the years, retailers have deployed different brands and formats of video cameras and recording equipment in their stores. They’ve done this to reduce theft, combat fraud, and create a safer environment for shoppers and staff.

The result: a heterogeneous, complex network of underutilized and untapped video capability. While video is nothing more than another form of data, it’s traditionally been difficult for retailers to consolidate and manage because it’s been trapped within closed hardware platforms and only accessible by proprietary software.

High expansion costs of legacy video surveillance systems based on CCTV, digital video recorder (DVR), or networked video recorder (NVR) technologies and non-integrated IT and physical security systems only amplify those limitations.

If you’re like these retailers, you’re most likely looking for a way to protect your past investment in video infrastructure and, at the same time, leverage new functionality of digital video surveillance, analytics, management software, and IP networks.

Now, with an EMC Proven™ solution you can. EMC Corporation, the world leader in information infrastructure solutions, and Verint Systems Inc., the leader in physical security software solutions, have teamed together to meet today’s video surveillance information and convergence and management challenges head-on.

A complete IP video surveillance solution

With this jointly developed solution from EMC and Verint, you can manage video information throughout its lifecycle—from initial store-level capture through monitoring, analyzing, protecting, securing, archiving, and evidence authentication. You can choose from a number of options—from a fully integrated turnkey implementation to a data-storage-only consolidation and protection plan. With a Physical Security Solution from EMC and Verint, you can:

- Integrate a full range of physical security systems and IP networking, including legacy video devices, store alarms, and point-of-sale (POS) systems
- Provide multi-layer protection, securing the software so only those with permission have access to Verint’s Nextiva Video Management Software interface
- Leverage enterprise-class, tiered EMC® information infrastructure to cost-effectively scale the solution as you add more stores and/or warehouse distribution outlets
- Provide authentic, tamper-proof video data for increased conviction rates
- Have the ability to control video surveillance and analyze security incidents in real time from anywhere; thereby reducing the need for skilled personnel within each store
- Monitor and collect evidence faster through realtime data and active archiving capabilities
- Manage your data growth with powerful policy-based storage management capabilities from within the Verint Nextiva software

Web-based management and analytics

Retailers have come to rely on Verint's Nextiva Retail software application to prevent loss, increase sales, and operate their businesses more efficiently. Simply choose to add one or more of the following components into your surveillance environment:

Retail implementation example

One of the world's largest home improvement retailers uses the Physical Security Solution from EMC and Verint to manage its network of 40,000 video cameras in more than 1,600 properties, and provides a safer environment for more than 300,000 associates and 22 million weekly customer visits.

Loss prevention managers can now view video for all stores under their control, either on-site or remotely—at any time of the day or night using Verint video management software. All the video is aggregated and stored over the IP network onto an EMC information infrastructure.

Additionally, they're using Verint's Point-of-Sale integration to rapidly detect theft and fraud at the cash registers. As for the future, this retailer plans to further leverage video system analytics to unearth clues to delivering a consistently high-quality, high-value customer experience.

Nextiva Video Management Software helps you make sense of vast volumes of video and data and simplifies management of large, geographically distributed video systems. Retailers use Nextiva to track activity in stores, in warehouses, on loading docks—wherever their operations take place.

- Automated, system-wide health monitoring and diagnostics
- Policy-based event notification, video distribution, and process activation
- Video distribution to video walls and computers (virtual matrix)
- Flexible, rich video viewing
- Investigation management for aggregating case-related video, audio, and data

Nextiva Retail Analytics help staff focus on managing threats and eliminating operational inefficiencies, rather than scanning banks of video monitors trying to detect them. Nextiva offers an array of retail analytic applications, such as:

- Retail Traffic Analysis: assess success of promotions, displays, and in-store advertising
- Point-of-Sale (POS) Analysis: analyze factors that enhance sales
- Loitering Detection: identify crowded aisles and questionable aggregations of would-be shoppers
- Parking Lot Security, and more

Nextiva Analytics are fully integrated with all Nextiva software management applications for rapid distribution of video and alerts.

Nextiva Edge Devices—encoders, decoders, wireless devices, and IP cameras—featuring Verint's industry-leading video encoding technology, are proven to provide excellent imagery, while using dramatically less network bandwidth than comparable devices. With Nextiva edge devices, retailers can capture video virtually anywhere.



Realtime security incident analysis, evidence vaulting, and authentication

Traditionally, security personnel have been able to view only realtime video output from surveillance cameras from somewhere in the store's back office or loading dock. With this solution, your security team can now view realtime video on a central console while also receiving policy-based and anomaly-based alerts from the Nextiva analytics module, based on data from remote locations and historical archives. This can occur at each store or from a centrally-located console at corporate headquarters.

EMC Documentum® content management software can be used to further tag and aggregate security incident reports from multiple sources; thereby allowing retailers to more efficiently respond to ad-hoc command and control and evidence vaulting requirements.

And thanks to RSA®, The Security Division of EMC, retailers can use SecurID® to authenticate who and which security personnel can view the video surveillance console. **RSA SecurID**, the market-leading two-factor authentication solution, is based on something users know, a password/PIN, and something they have, an authenticator. This provides a much more reliable level of user authentication than reusable passwords.

Open, scalable, reliable platform

All solutions are based on an open architecture that easily scales to meet increasing demand and new store locations. Pre-built integrations and software development kits (SDKs) facilitate interoperability with retailers' security, business, and IT systems for more rapid deployment and more reliable operation. Nextiva supports hybrid analog/digital environments, adding value to retailers' existing CCTV investments, while easing their migration to IP-based video operations.

For high-capacity, high-performance, and stringent I/O throughput requirements, **EMC CLARiiON®** and **EMC Centera® storage systems** can be implemented together. EMC CLARiiON can provide primary video storage. EMC Centera can also be used for longer-term archive and retrieval. **EMC PowerPath®** and **Navisphere® Management Suite** software provide automatic load-balancing and policy-based management.

Breadth of services for retailers

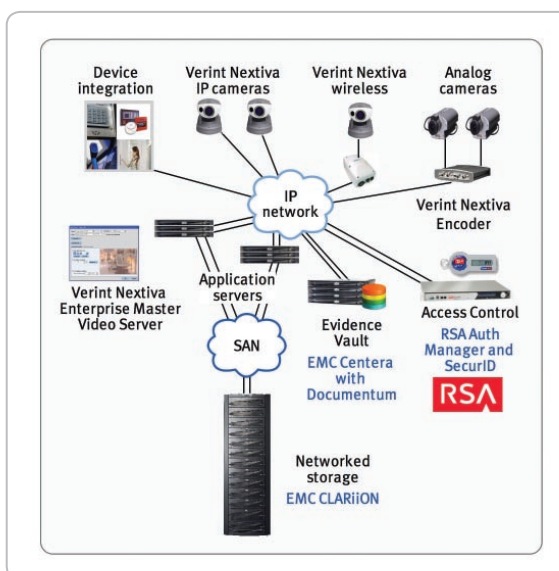
Trained professionals from EMC Global Solutions and our servicing partners design, build, implement, and support the solution to meet your specific business, security, and video surveillance needs. Available services include:

EMC Assessment for Physical Security: Examines the store's physical security assets, and identifies and makes recommendations regarding items such as cameras, alarms, video archiving, encoders, video software, and network services.

EMC Design for Physical Security: Information collected in the assessment is used to provide a complete design of your physical security environment—for one or multiple stores—to include any connectivity to other systems such as access control devices, alarms, cameras, and sensors.

EMC Implementation for Physical Security: Implementation services are available above and beyond those offered with each individual solution component installation, including for Verint integration with the EMC CLARiiON-based information infrastructure. Security-related items such as server, applications, encoders, and other security devices may also be part of the scope.

As with all EMC Proven solutions, the Physical Security Solution for Retail has been tested in real-life environments.



About Verint

Verint Systems Inc. is a leading provider of actionable intelligence® solutions for an optimized enterprise and a safer world. Today, more than 10,000 organizations in over 150 countries rely on Verint solutions to perform more effectively, build competitive advantage, and enhance the security of people, facilities, and infrastructure. Information about Verint's products and services can be found at www.verint.com/videosolutions.

About EMC

EMC Corporation (NYSE: EMC) is the world's leading developer and provider of information infrastructure technology and solutions that enable organizations of all sizes to transform the way they compete and create value from their information. Information about EMC's products and services can be found at www.EMC.com.



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Take the next step

To learn more about the EMC Physical Security Solution for Retail, contact your local EMC sales representative or authorized value-added reseller, call us at 1-866-464-7381, or visit our website at www.EMC.com.