

# Retail and eCommerce



## Take Your Retail Security to a Whole New Level

Achieve your loss prevention and security goals with state-of-the-art security products – alarms, cameras, access control, and more – that consolidate into a single cloud-managed platform, accessible from anywhere. Easily scale your security operations across tens to thousands of sites, including stores, distribution centers, and corporate offices.



### Loss prevention

Minimize shrinkage with cutting-edge investigation tools and POS integration



### Proactive defenses

Protect store associates, shoppers, and property against active threats



### Operational efficiency

Optimize store and warehouse operations with AI-based insights

## Why Retailers Choose Verkada

### Canada Goose

"On average, we save an hour per investigation. The ability to populate POS transactions makes loss prevention investigations faster and easier."

### Devon King,

Sr. Manager of Security Operations



**Access footage from anywhere** and monitor suspicious activity in real time

**Instantly share live camera feeds** and auto-generate incident reports

**IT-friendly** with bandwidth-efficient cameras and no DVRs/NVRs to upkeep

**Up to 10-year warranty**, predictable renewal costs, and unlimited user seats

**Compliance with industry standards** – SOC 2 Type 2, ISO 27001/27017/27018, and support for GDPR and PCI requirements

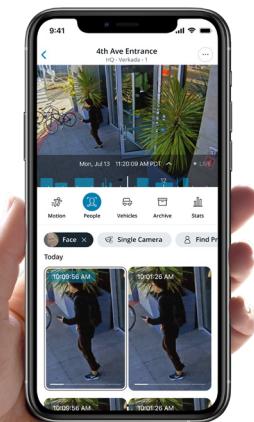
**Conduct rapid investigations** with AI-enabled people and vehicle analytics

**Empower teams with real-time alerts** and a simple, intuitive interface

**Easy multi-site management** with granular user permissions

**Top-rated technical support** – available 24/7 via email, phone, or live chat

**Built on Zero Trust principles** with enhanced user security – SSO, MFA, and SAML authentication



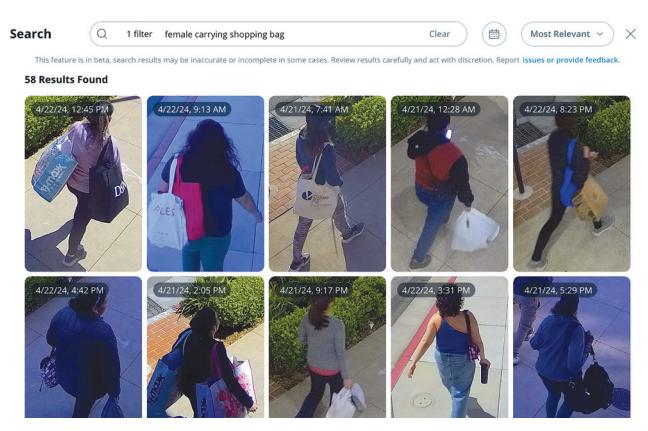


# Supercharge Loss Prevention Across Your Stores and Distribution Centers

## 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



## Fight fraud and internal theft with Helix

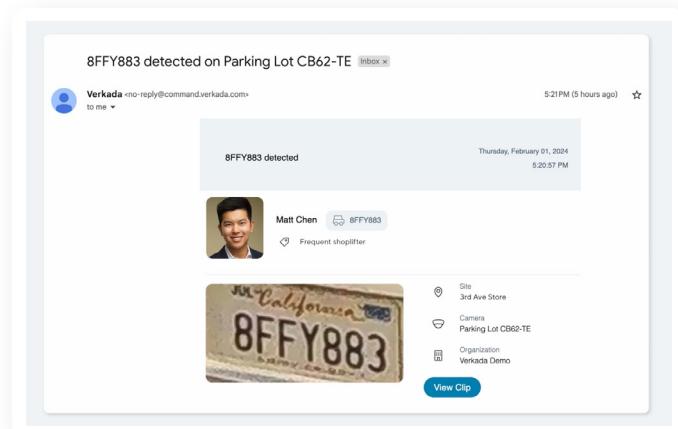
- Unlock powerful anti-fraud measures with Helix, Verkada's engine for turning any third-party data into searchable criteria.
- Sync point-of-sale (POS) data with video footage to prove chargeback fraud, detect fraudulent returns, and uncover sweetheating.
- Use order data to instantly retrieve footage of how an order was fulfilled, validating online claims of missing or damaged items.

## Catch repeat offenders with intelligent alerts

- Catch returning shoplifters or organized theft groups the moment they drive in or enter any store with instant alerts for persons of interest (POIs) and their associated license plates.
- Sync RFID-based EAS alerts via Helix to easily pull up shoplifting footage and identify offenders.
- Track their activity across stores, manage all video evidence in one place, and auto-generate incident reports for law enforcement.

## Investigate incidents in seconds

- From thefts to slip and falls, easily search across your entire camera fleet using face search or by describing people or vehicles in a simple search bar.
- Track suspicious individuals in real time with Shortcuts. Navigate seamlessly across nearby camera feeds without losing visual contact.
- Archive unlimited footage and share live camera feeds instantly with the police via SMS or a direct link.



## Combat cargo theft

- Monitor yards, loading docks, and cargo trucks across your distribution network for potential theft and suspicious activity.
- Restrict door access to only authorized personnel and set alerts for trespassing.
- Automatically log all incoming cargo trucks using license plate recognition and enable LPR-based entry at gates for approved license plates.

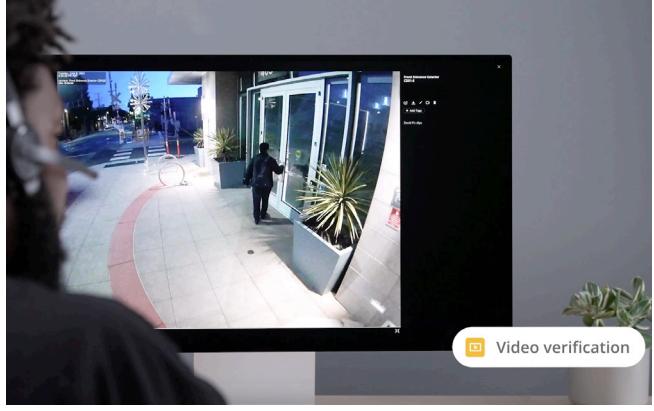


# Proactively Protect Store Associates, Merchandise, and Property

## Camping World

"We had an incident where the cameras detected two intruders and alerted professional monitoring. The agent video verified the threat and dispatched police, who arrested the intruders before any damage could be done."

**Jamin Horton,**  
Director of IT



## Stop break-ins after hours

- Detect intruders right away on your property with customizable alarm triggers for line crossing, loitering, door, motion, or glass break events.
- Live monitoring agents can immediately video-verify if there is a real person present, talk down to intruders, and notify the police - all on your behalf.



## Guard perimeters with proactive defenses

- Customize alerts for loitering, line crossings, and motion to safeguard your properties' perimeters.
- Get alerted instantly when a person or vehicle trespasses after hours and automatically deploy pre-set emergency protocols.

## Trigger emergency response with one click

- Equip store associates with wearable or mounted wireless panic buttons for emergency assistance.
- With one click, alert internal security teams, initiate a door lockdown, or call the police directly in case of aggressive customers or violent incidents.

## Safeguard against unauthorized access

- Centrally manage all door schedules, site access, and user credentials from a web-based platform.
- Offer employees the convenience of mobile credentials or badged entry, while avoiding the security risks and rekeying expenses of key-based systems.
- Automate the provisioning and deprovisioning of employee access credentials through SCIM integration.



## Drive Peak Performance Across Your Store and Warehouse Operations

### Adams Beverages

"We use motion plotting heatmaps to identify bottlenecks around high-traffic areas and popular items. The insights we gather with Verkada inform product placement, so we are able to funnel traffic more efficiently and prevent overcrowding."

**Christopher Koch,**  
Director of IT



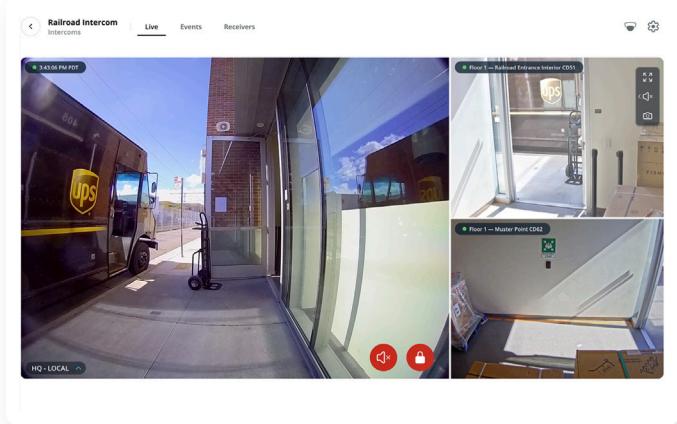
### Improve warehouse operations

- Minimize product loss and damage with realtime alerts for humidity, temperature, and air quality, so you can take swift, corrective action.

- Swiftly retrieve footage to determine the causes of accidents, improve safety, and effectively refute any false liability claims.
- Monitor dock activity to audit freight handling and promptly investigate any damages or shortages.

### Remotely monitor and manage deliveries

- Know when a shipment has arrived in your stores or warehouses with AI-powered vehicle alerts.
- Leverage video intercoms to answer calls, view who is at the door, and grant access remotely from a mobile phone, VoIP phone, or desktop device.



### Maintain optimal environments with air quality sensors

- Minimize product loss and damage with real-time alerts for humidity, temperature, and air quality, so you can take swift, corrective action.
- Protect IT rooms and MDF/ IDF closets from temperature and humidity fluctuations.
- Detect early signs of fires as well as smoking or vaping in public restrooms or prohibited areas.



# Modern Protection for Any Space



## Retail stores

- Increase safety for store associates and customers
- Mitigate shrink from theft and fraud
- Deter burglaries, vandalism, and loitering
- Respond quickly to violent incidents
- Optimize store performance

## Warehouses and distribution centers

- Monitor loading docks and deliveries
- Enhance workplace safety and compliance
- Detect fraudulent return claims
- Deter cargo theft and trespassing
- Improve warehouse operations



## Corporate offices

- Protect employees and assets
- Safeguard against unauthorized entry and tailgating
- Simplify visitor management and deliveries
- Automate mailroom operations



# One Platform to Simplify Retail Security

## Video Security

- AI-enabled hybrid cloud cameras record continuously with up to 365 days of onboard retention
- Bandwidth-friendly – operate at only 20-50 Kbps in steady state
- No DVRs or NVRs – simple to install via PoE

## Helix

- Pair any third-party data with Verkada video footage for visual context
- Match with POS data to investigate transactions and identify suspicious activity
- Fight return and chargeback fraud with objective video evidence

## Wireless Panic Button

- With one click, call the police, alert internal security teams, or initiate a door lockdown
- Pair with nearby cameras to immediately see what is going on in the vicinity
- Wear on a lanyard or mount on a wall or under a counter

## Viewing Station

- Simplify live monitoring for security teams
- Stream up to 30 camera feeds per page (up to 10 pages) on a single display
- Customize page layouts to prioritize the display of high-activity areas
- Plug-and-play, zero configuration needed

## Alarms

- Secure property with intrusion sensors and built-in professional monitoring
- Reduce false alarms and get priority police response with optional video verification
- Easily manage schedules, settings, and users without calling a third-party

## Horn Speaker

- Talk down directly from a desktop or mobile device with one click
- Play pre-recorded messages as automated alarm responses
- Communicate emergency messages in real time to employees





#### Access Control

- Manage door schedules, user access, and lockdown scenarios from anywhere
- Get instant alerts for suspicious door events
- Auto provision user access credentials with Azure AD and SCIM integration
- Pair with cameras for LPR-enabled entry

#### Air Quality Sensors

- Remotely monitor humidity, temperature, noise, vaping, air quality, and more
- Set real-time alerts to protect against unwanted conditions
- Pair with cameras for visual context of unusual readings

#### Mailroom

- Quickly scan, match, and log all shipments with a mobile app
- Automatically notify recipients and easily track package pickups

#### Intercom

- Manage visitors, deliveries, and dock access with a 3-in-1 device: video intercom, camera, and single-door controller
- Improve security by visually confirming individuals before remotely granting entry
- Configure smart routing schedules

#### Guest

- Provide a seamless visitor check-in experience
- Automatically notify hosts when guests arrive
- Create custom check-in workflows for each guest type
- Pair with cameras and access control for enhanced visibility and security

#### Cellular Gateway

- Easily deploy Verkada cameras and devices in hard-to-wire locations like store parking lots, gates, and guard shacks
- Use the Verkada data plan or bring your own data plan

## Serving merchants and retailers everywhere



Specialty retail



Supermarkets



C-stores



Department stores



Shopping centers



Pharmacies &amp; drugstores



Auto dealerships &amp; accessories



Discount stores



Distributors



Trade supply stores



eCommerce merchants



Online marketplaces

## Try Verkada for free

Our 30-day trial includes one device and full access to the Command management platform. Sign up here: <https://www.verkada.com/try>

For new retail customers, we also offer a store retrofit program. Check your eligibility here: <https://www.verkada.com/retail-retrofit>