Verkada

Proactive Retail Security: Setting a New Standard in the Cloud

Combat shrinkage and emerging threats at scale with cutting-edge, AI-powered capabilities and built-in deterrents.

Leading Cloud-Based Physical Security

Retailers today demand more from their security systems — not just effective deterrence but actionable insights to optimize operations across hundreds of distributed sites. Verkada's cloud-managed platform helps brick-and-mortar and eCommerce businesses protect shoppers and store associates while turning video data into insights that improve store performance.

Verkada is #1

in Cloud Video Security & Cloud Access Control**

1 hour saved	**2x faster**	**30% reduction**
per investigation*	POS investigations*	in cost*

Verkada

Why Retailers Choose Verkada

Experience a new level of simplicity with Verkada. All you need is the hardware and access to Command, our software platform, which updates automatically. Centrally manage all Verkada devices and users from any browser or mobile device. Gain actionable insights with information integrated across devices.

Access footage from anywhere and monitor suspicious activity in real time

Conduct rapid investigations with AI-enabled people and vehicle analytics

Instantly share live camera feeds and auto-generate incident reports

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

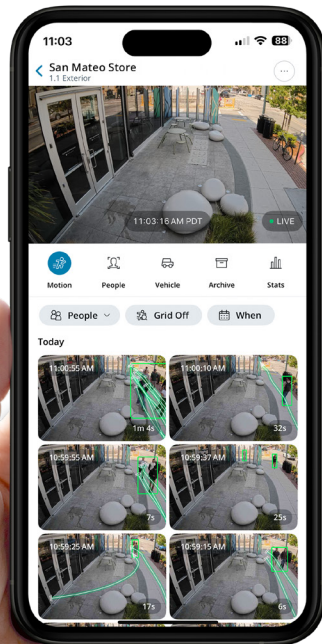**IT-friendly** with bandwidth-efficient cameras and no DVRs/NVRs to upkeep

Easy multi-site management with granular user permissions

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

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

High-level security and compliance – ISO 27001/27017/27018/27701, SOC 2 Type 2, and support for PCI requirements

Built on Zero Trust principles with Enterprise Controlled Encryption (ECE), SSO, MFA, and SAML authentication

Canada Goose

"The ability to populate POS transactions makes loss prevention investigations faster and easier."

Devon King,
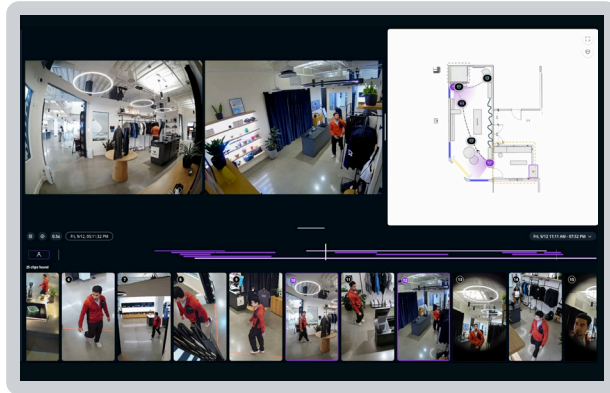Sr. Manager of
Security Operations

Harry Rosen

"The potential of this technology to inform buying decisions, marketing strategies, and operational management is a major benefit."

Joe Esterreicher,
Director of Loss
Prevention and
Risk Management

HARRY ROSEN

Supercharge Loss Prevention Across Your Stores and Distribution Centers
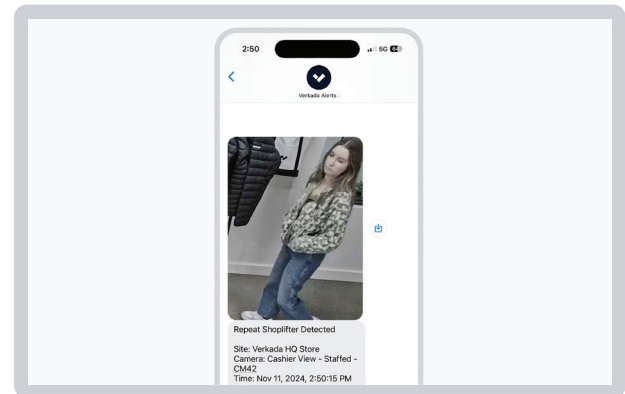

Rapidly investigate with AI

- From thefts to slip and falls, easily search across your entire camera fleet using face search or by simply describing people or vehicles in a search bar.
- Immediately reconstruct a timeline of an individual's journey across multiple cameras and locations, viewing their path on a store floorplan.
- Archive unlimited footage and share live camera feeds with police via SMS or a direct link.

Catch repeat offenders

- Catch returning shoplifters or ORC groups with instant SMS alerts for persons of interest (POIs) or their associated vehicle license plates.
- Link EAS tag alarms with cameras at exits to see what happened, who was involved, and mark offenders as POIs.
- Easily track ORC activity across stores, manage all video evidence in one place, and auto-generate incident reports for law enforcement.
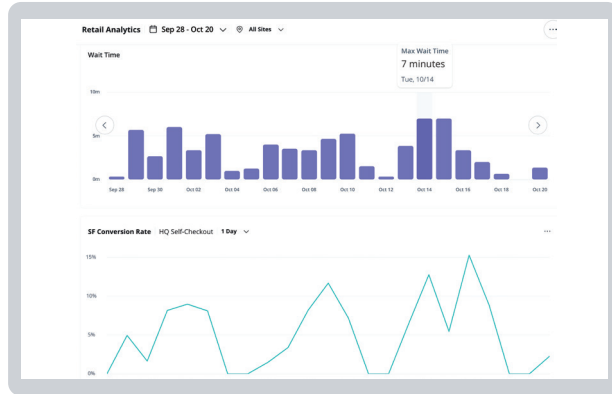

Detect fraud and internal theft

- With Verkada Helix, sync point-of-sale (POS) data with video footage to quickly spot exceptions. Get alerts for suspicious returns, unusual voids, or sweethearting.
- Instantly review how an online order was fulfilled to resolve customer complaints about missing or damaged items, while catching mistakes or potential fraud.

Combat cargo theft in distribution centers

- Monitor trailer yards and loading docks 24/7 with easy-to-deploy cameras, powered by Wi-Fi or LTE gateways and optional solar to cover high-risk areas.
- Automatically log trucks and grant gate entry using license plate recognition (LPR), helping to ensure only authorized vehicles enter — no onsite guard required.

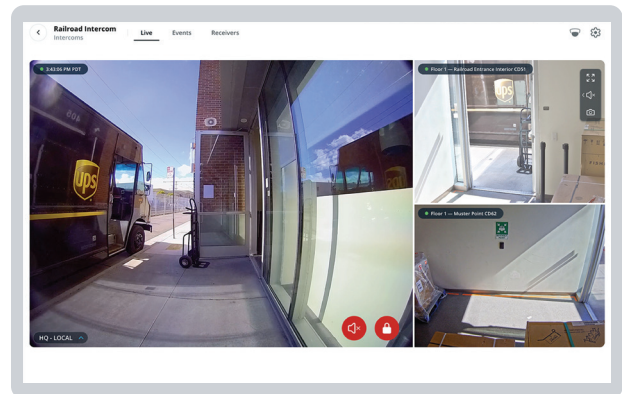# Drive Peak Performance Across Your Store and Warehouse Operations

Optimize store performance

- Turn video footage into actionable insights — track store foot traffic, queue wait times and length, and sales conversion rates from a centralized analytics dashboard.
- Apply these data-driven insights to optimize store layouts, staffing, and promotional activities.
- Remotely audit customer interactions to improve customer experience and reduce potential liabilities.

Remotely monitor and manage deliveries

- Know when a shipment has arrived at 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.
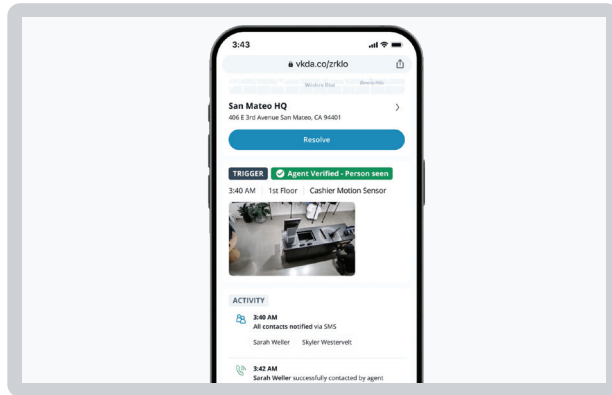

Improve warehouse operations

- Track movement patterns with people heatmaps to reduce congestion and optimize warehouse flow.
- Set up alerts for slip and falls, missing PPE, or unsafe forklift operation — helping supervisors respond to safety issues before they cause incidents.
- Monitor dock activity to audit freight handling and promptly investigate any damages or shortages.

Optimize 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.

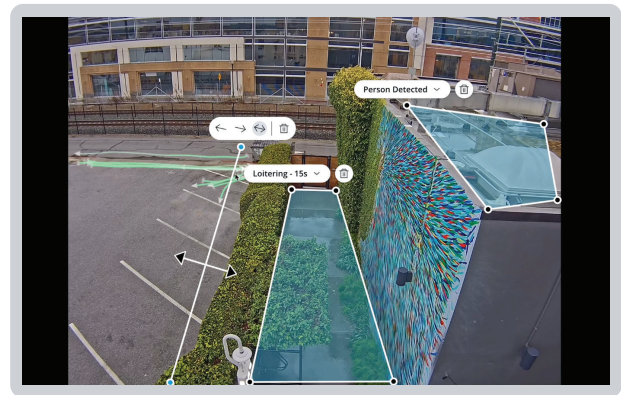# Proactively Protect Store Associates, Merchandise, and Property

Detect break-ins after hours

- Use alarm sensors, AI-enabled cameras, or access control triggers to identify intruders right away.
- Initiate AI-powered talk down to scare off intruders with human-like voice messages. If activity persists, escalate to a human agent who can instantly dispatch police.
- Know exactly what triggered the alarm, who was contacted, and what actions the remote agent took.

Guard perimeters with proactive defenses

- Customize alerts for loitering, line crossing, and motion to safeguard your properties' perimeters. Get an instant SMS alert when a person or vehicle trespasses after hours.
- Manage all security alerts directly in Verkada using a ticket-based system that lets your team track, investigate, and resolve incidents across stores.

Trigger emergency response with one click

- Help store associates feel safer with panic buttons mounted under registers 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 mobile credentials or badged entry, while eliminating the risks and rekeying costs of physical keys.
- Set up alerts for door held open, forced entry, and attempt with expired badges to help prevent unauthorized access.

One Platform to Simplify Retail Security

Video Security

AI-enabled cameras provide 24/7 recording, up to 365 days of onboard storage, and industry-leading image quality. No DVRs or NVRs needed — just a PoE connection.

Access Control

Manage thousands of doors and employee credentials at scale with easy-to-deploy controllers and cloud-managed access control software.

Guest

Personalize the visitor check-in experience for interviewees, suppliers, contractors, and truck drivers with custom sign–in flows.

Helix

Pair POS, RFID-based EAS, and any third-party data with Verkada video footage for visual context. Fight fraud and theft with objective video evidence.

Intercom

Protect back entrances and dock doors with video intercoms – answer calls from anywhere with sharp video, clear audio, and four smart receiver methods.

Mailroom

Streamline mailroom management and safeguard assets with native camera integration.

Alarms

Minimize false alarms and maximize visibility into every alarm with an AI-powered, cloud-based alarm system. Remotely manage every alarm site without calling a third party.

Air Quality Sensors

Maintain optimal environments with real-time alerts for air quality, temperature, humidity, noise, smoke, and vape emissions.

Connectivity

Choose from Wi-Fi or LTE gateways and mobile security trailers to deploy Verkada cameras in store parking lots or hard-to-wire areas.

Try Verkada for free

Our 30-day free trial includes a device, two-way shipping, and full access to the Command management platform. Learn how we can support your smooth transition to the cloud by bridging non-Verkada devices to our cloud-based system.

Verkada

Trusted by Leading Retailers

CANADA GOOSE ARCTIC PROGRAM

Rapha.

HARRY ROSEN

JD

JOE & THE JUICE
COFFEE, JUICE AND MUCH MORE
SINCE 2002

CAMPING WORLD

READING TERMINAL MARKET since 1893

W WIRELESS VISION