Genetec Retail Portfolio

Unified security to help protect your retail business and improve operational efficiency

Retail theft and crime continue to impact the retail industry. These issues touch retailers of all segments, sizes, and locations. Find out how your physical security system can function as a force multiplier – one that empowers you to work smarter by streamlining loss prevention and enhancing the customer experience without hurting your bottom line.

Genetec™

Issues and challenges of the retail industry

Increasing retail shrink

The average shrink rate is increasing mainly due to external and internal theft. This is negatively impacting the bottom line of many retail businesses. Based on reports, these shrinkages account for somewhere between 1.5% to 2% of total revenue.

Heightened levels of violence

While theft has an undeniable impact on retailer margins and profitability, retailers are concerned about the heightened levels of violence. Retailers' top priority remains providing a safe workplace for their staff and customers.

Rising maintenance cost

Securing an open retail environment across various locations is challenging. With so many devices and alerts to manage, the fewer systems you need to work with, the better. You need a security system that allows you to create a fully connected store to scale your business.

Data transformation

As the industry continues to digitize, many retailers are finding more value in their data. But video is often underutilized in retail, with 90% of use dedicated to safety and security alone. Every day, your security system collects valuable data about your retail environment. It should also present you that data in ways that you can understand it and take action.

Why Genetec

Unified platform

Genetec™ Security Center is a physical security platform that brings all security applications together in one single interface. You can turn on new capabilities when you need them and choose the devices and add-ons that make sense for you as your system changes and grows. With a platform that consolidate and unify your data, your operators can more efficiently manage security policies, run investigations, and pay attention to what matters most.

Open architecture

Genetec™ Security Center goes beyond core systems like access control, video surveillance, automatic licence plate recognition, and communications management. It's built on open architecture that allows you to take advantage of a variety of advanced features, plugins, and other solutions while your system still functions as one. With our large ecosystem of partners and vendors to choose from, you can expand your system as you need and invest in cutting-edge technologies.

Advanced capabilities

From video management, access control, and license plate recognition systems to video analytics, forensic search, event to action protocols, and advanced cybersecurity measures – we have solutions and deployments designed to meet your needs.

Service and training support

We've set up service and training programs to make sure you get the most out of your security investments. Benefit from 24/7 technical support, access to extensive online resources, and personalized assistance. You can also attend on-site training sessions, virtual classes, and certification courses.

How Genetec can help with retail challenges and needs

High value merchandise theft
Cabinet access control management with Synergis™

Critical store/Distribution center system (Humidity sensors, HVAC, Lighting...) monitoring and management
Integration of IoT devices to the Genetec™ Security Center by IIoT plugin

Repeat offender presence
Suspect license plate recognition alert through Autovu™ and database sharing with other retailers and law enforcement agencies through collaborative intelligence platform
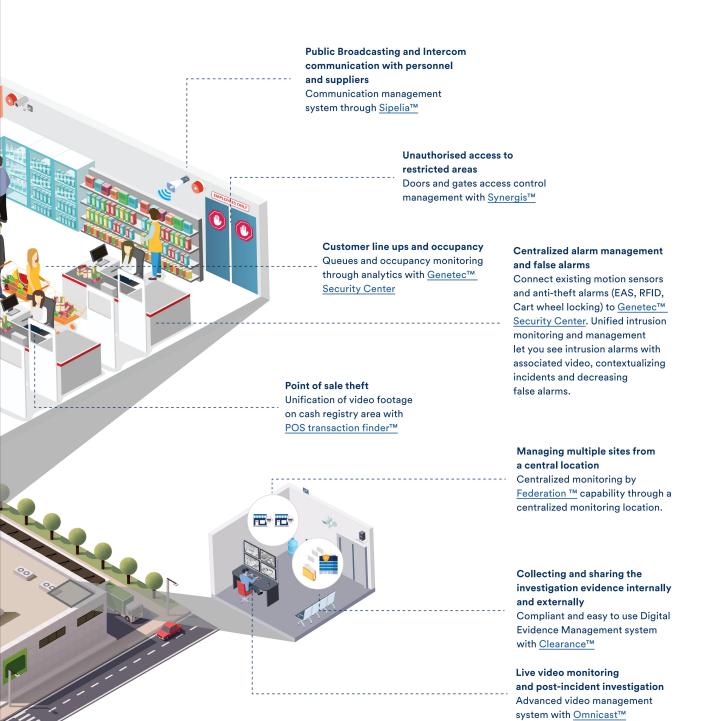
Parking congestion due to overparking
Parking occupancy monitoring through vehicle counting analytics with Omnicast ™

Regular parking access by personnel and suppliers
Automatic parking gateway management through license plate recognition with Autovu™

Customers arrive for curb side shopping
license plate recognition alert through Autovu™

Public Broadcasting and Intercom communication with personnel and suppliers
Communication management system through Sipelia™

Unauthorised access to restricted areas
Doors and gates access control management with Synergis™

EMPLOYEES ONLY

Customer line ups and occupancy
Queues and occupancy monitoring through analytics with Genetec™ Security Center

Centralized alarm management and false alarms
Connect existing motion sensors and anti-theft alarms (EAS, RFID, Cart wheel locking) to Genetec™ Security Center. Unified intrusion monitoring and management let you see intrusion alarms with associated video, contextualizing incidents and decreasing false alarms.

Point of sale theft
Unification of video footage on cash registry area with POS transaction finder™

Managing multiple sites from a central location
Centralized monitoring by Federation ™ capability through a centralized monitoring location.

Collecting and sharing the investigation evidence internally and externally
Compliant and easy to use Digital Evidence Management system with Clearance™

Live video monitoring and post-incident investigation
Advanced video management system with Omnicast™

Flexible deployment options to fit your needs

Genetec Security Center.

[Genetec Security Center](#) is an on-premises, unified security platform ideal for large, distributed retailers. It offers flexibility and scalability to manage vast amounts of security data, including video, access control, ALPR or many more from other connected devices. Retailers can start with core features like Omnicast™ (video) or Synergis™ (access control) and expand to integrate other systems such as intrusion management or point-of-sale transaction finder. For hybrid needs, retailers can choose to manage some sites on-premises and others through Security Center SaaS.

Genetec Security Center SaaS

[Genetec Security Center SaaS](#) is a unified cloud-managed, subscription-based solution ideal for retailers seeking a flexible, cost-effective security system. It includes video surveillance and access control without requiring large upfront hardware investments. All software and updates are included, providing the latest features through continuous remote delivery with zero downtime. This hassle-free package adapts to changing needs while keeping costs predictable and manageable.