Cloud Security and Analytics

TruManage SecurView

Video Content Analytics for Retailers

Leverage video surveillance information to count customers, assess how they navigate your stores and displays

SecurView

The physical security of a retail operation is always a growing concern for successful retailers. However, a false sense of security is both incredibly dangerous and incredibly common, given the way in which security solutions typically tend to be purchased and deployed.

Since no one solution fits all requirements, budgets, and situations, it is imperative to be able to combine today's evolving and reliable technology with a highly experienced partner to help you gain the greatest return on your technology investment.

IRG brings the best of both necessary worlds to the retail environment. Utilizing an existing broadband connection, we provide a targeted, technologically-advanced, and cost-effective solution tailored to retail operations. Not only does such a solution help promote the safety of retail associates, facilities, and other assets, it helps to mitigate losses and risks. As an added competitive advantage, new solutions being offered by IRG can leverage the video data to perform customer behavioral analysis, providing traffic and statistical data for your marketing efforts.

Our catalog of cloud-based services allows you to obtain expertly managed, leading edge capability in a cost-effective manner—all of which can be added in tactical modules to your broadband connection. Our cloud-based video surveillance is ideally suited to many small and medium sized stores that are geographically dispersed. Access Control solutions can also be cloud-based and centrally managed, effectively providing a cohesive enterprise solution for distributed small stores or offices.

IRG delivers sophisticated *Video Content Analytics* capability, regardless of the size of your operations. This technology leverages the video surveillance information to count customers, assess how they navigate your stores and displays, and facilitates targeted marketing efforts.

We deliver

- Current state assessment
- Recommendation and objective path toward achieving your security objectives
- Expert remote management
- Administration
- Operational services

Learn more

Contact sales@industryretail.com to discover how Cloud Security and Analytics can improve your business performance.

INDUSTRY Retail Group

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