

# iGuard 360°

**MORE EFFECTIVE  
RETAIL SECURITY**



**SECURITY DONE RIGHT**

## The iGuard360° Multiplier Effect combines people with technology for a more effective security solution.

Traditional security services typically offer only guards or cameras to handle a retail business' security. But guards can't be in more than one place at a time, and cameras alone can't always detect threats.

iGuard360° is the security firm that effectively combines people and technology to deliver multiple layers of security, ensuring your business - including customers, staff, and property - is safe.

Our service options include a strategic mix of cameras, on-site guards, and mobile support, all of which are networked through the Global Operations Command Centre - creating the iGuard360° Multiplier Effect. These combined components multiply your level of coverage and protection.



## A network supported by AI makes iGuard360° more effective.

Our state-of-the-art network is supported by AI - artificial intelligence. What does this mean? Our systems instantaneously process footage from hundreds of cameras and sensors and accurately identify issues and threats. This ensures our teams take action when and where they're needed.

But it goes further. iGuard360° cameras can detect when someone has placed merchandise under their jacket or an unusual number of customers are in a section of a store, requiring additional staff.

This strategic mix of people and technology represents a more effective approach to retail security and a smarter use of your security investment.

## NEXT LEVEL LOSS PREVENTION

iGuard360° believes the best deterrent to theft is staff out on the floor helping customers. Through strategically located cameras and our suite of advanced analytics, you'll know the key traffic times and locations to staff your business. This improves employee and customer safety while providing a better customer experience.

In the past, retailers might only employ uniformed security officers to deter would-be shoplifters. But security guards can't be in two places at once and can risk intimidating customers as much as they do potential shoplifters.

### The best deterrent for theft? Visible staff on the floor.

Sometimes issues require an additional level of response. On these occasions, when cameras detect a threat, the iGuard360° Global Security Operations Command Centre will assess the situation, notify the business, and deploy the appropriate teams, including guards, mobile patrols, or emergency services.

Ultimately, with iGuard360° you'll know when and where to staff your business. Because having sales representatives on the floor providing your customers with stellar service is the best way to solve issues before they happen.

### Security through customer service.



## HOW IT WORKS: SHOPLIFTING

Guards can't be in more than one place at one time. That's why iGuard360° employs the user of people and technology to ensure no threats go undetected. In this example, at an electronics store.





**1**

**Suspicious behaviour is detected**

The iGuard360° AI platform is trained to look for unusual or suspicious activity. When detected, a notification is sent to the iGuard360° Command Centre monitoring team.

**2**

**Situation Assessment**

The Command Centre monitoring team assesses the risk and determines the appropriate response based on the client's escalation response procedure.

**3**

**Intervention**

With multiple options to respond, including deploying a security guard, a mobile patrol, or emergency services, retail staff, in this instance, are sent to engage with the customer.

## HOW IT WORKS: TRAFFIC PATTERNS

A major challenge for retailers is ensuring they have staff on the floor when and where needed based on customer traffic. When they don't, there is an increased risk of theft, not to mention lost sales.





**1**

**Cameras detect an increase in customers**

Using advanced analytics, the iGuard360° platform identifies an unusual increase in the number of customers in an area of the store.

**2**

**Situation Assessment**

At the Command Centre, an operator is alerted to the increase in customers. They assess the situation and determine the appropriate response based on the client's requested protocols.

**3**

**Intervention**

In this instance, the Command Centre operator triggers a notification to the store manager so that they can arrange additional staff out onto the floor.

## OPTIONAL SERVICES

iGuard360° offers several service options that, when combined, create a multi-layered approach to security, ensuring your business - including customers, staff, and property - is safe.



### Cameras, System Design, and Installation

iGuard360° will design a custom camera system and install cameras at strategic locations across your business to ensure complete coverage. Each camera is linked to the iGuard360° Command Centre and is monitored to accurately detect threats as well as maintain visual contact with our guards, ensuring their safety.



### Command Centre Remote Monitoring

The Global Security Operations Centre, more commonly referred to as the Command Centre, is a state-of-the-art facility where our highly-trained and specialized iGuard360° operators oversee all security components across our network, including cameras, guards, mobile response teams, and more. Each operator has at their fingertips a cutting-edge suite of advanced analytics and AI-supported systems that enhance their effectiveness at identifying threats and deploying resources where needed.



### Guards

When you need 'boots on the ground', iGuard360° security guards are highly trained in tactical response, health and safety regulations, and traffic control. iGuard360° security guards follow a Patrol Tour System and maintain constant synchronization with the iGuard360° Command Centre.



### Mobile Patrols

iGuard360° mobile security patrols can be random, regularly scheduled or on-demand. Our mobile operatives are trained in tactical response as well as health and safety regulations, enabling them to deal with any situation that may arise. These units maintain 24-hour synchronization with the iGuard360° Command Centre, ensuring they can be there when you need them.



### Parking Enforcement

Many retail businesses have parking areas that need managing. iGuard360° offers an optional parking enforcement service to mitigate unauthorized parking and issue municipal parking tickets and towing where permissible.



### Patrol Tour System

To monitor and confirm the movements of our security personnel, iGuard360° employs a proprietary tour system. This system enables our Command Centre and supervisory teams to track which areas have been visited during a shift. By using QR codes to confirm visits to critical locations, the system ensures coverage in all necessary areas for security and safety.



### Real-Time Reporting

iGuard360° prioritizes transparency in reporting and has implemented measures to ensure our clients have real-time access to incident and tour reports. Using a dedicated login to our incident reporting system, "Communities," clients can easily review and search incidents by date, severity, and type (including Health & Safety events) at any time.



### Traffic Data

As an added benefit of our cameras and AI-supported network, iGuard360° provides several useful business data points, including traffic volume and other usage stats at various times in the day, including peak times.



### Fire and Leak Alerts

Multiple on-site cameras and other devices combined with the iGuard360° AI platform enable us to observe and identify a multitude of site hazards, including smoke, fire, water leaks, and more. iGuard360° Command Centre operators receive real-time notifications of possible leaks or smoke and will dispatch the appropriate response, including emergency services, as required.

# THE **iGuard360°** MULTIPLIER EFFECT

The more effective retail security solution and smarter use of your investment.



Guards can't be at different places at the same time and cameras alone can't always identify threats. The iGuard360° Multiplier Effect combines people with technology for a more effective retail security solution. Using a combination of cameras, guards and monitoring via our Global Operations Command Centre, the iGuard360° Multiplier Effect is the more effective approach to retail security and the smarter use of your security investment.

To learn more about security options that can work for your business and budget, contact your iGuard360° representative.

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