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Surveillance in Today's Commercial Environment

"€ 21 billion is lost to retail crime in Europe each year"
Source: Centre for Retail Research

Facing ever increasing competition, commercial outlets need to find ways to differentiate themselves and gain greater business insight, while also keeping their operating costs down.

Surveillance technology will be pivotal in meeting these objectives.

Figures compiled by the Centre for Retail Research show that retail crime costs European businesses around €21 billion annually. Having an effective surveillance system installed means that these losses can be dramatically reduced. In addition, it can enable substantial operational efficiency improvements to be realized and help in making better informed strategic decisions that will boost sales revenues.

Customer intelligence – Surveillance data can give retailers a more in-depth understanding of their customers' purchasing behaviour. By leveraging AI features present in today's surveillance solutions, data can be gained so that items may be optimally positioned to attract attention and the overall layout of stores improved. This will lead to enhanced levels of customer experience, with visitors more likely to return to the store in the future. Profit margins will thereby be raised.

Allocating resources – By monitoring and analysing parameters such as customer footfall, human resources may be correctly allocated to the places where they are most needed. Using these surveillance data, times of peak activity can be identified too, so that adequate staffing is made available.

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Combating retail crime – Via access to advanced surveillance technology (such as facial recognition) companies can significantly reduce the regularity of shoplifting and employee theft. The need for fewer in-store security guards means that related staffing costs can also be minimised.

HDD Recommendations

To address the huge quantities of data being generated by modern commercial surveillance systems, Toshiba offers ultra-reliable, high density 3.5" format HDD storage solutions: S300 and S300 Pro. Handling frame-by-frame capture of up to 64 high-resolution cameras simultaneously and with capacities reaching 6 TB, the S300 series HDDs are ideal for small/medium-sized businesses. These

units are complemented by the professional class S300 Pro series. With up to 10 TB capacity, S300 Pro HDD models have the storage reserves necessary to support facial recognition functions and AI-based features. Both the S300 and S300 Pro options deliver assured 24/7 operation, so that security, theft prevention and customer analysis tasks can all be successfully carried out.

	S300 Pro			S300			
Capacity	**10 TB**	**8 TB**	**6 TB**	**6 TB**	**4 TB**	**2 TB**	**1 TB**
Form factor	3,5"			3,5"			
Interface	SATA			SATA			
Number of cameras supported	up to 64			up to 64			up to 32
Rotational speed (rpm)	7.200 rpm			5.400 rpm	5.400 rpm	5.400 rpm	5.700 rpm
24 x 7 operation	Yes			Yes			
Buffer	256 MB			256 MB	256 MB	128 MB	64 MB
Limited warranty (years)	3			3			
Use for	• Surveillance Digital Video Recorders (sDVR) • Surveillance Network Video Recorders (sNVR) • Hybrid sDVR (analog and IP) • RAID Storage Arrays for Surveillance			• Surveillance Digital Video Recorders (sDVR) • Surveillance Network Video Recorders (sNVR) • Hybrid sDVR (analog and IP)			

Further information
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