

# BROWNSTONE SECURITY

A TRUSTED LEADER IN THE SECURITY INDUSTRY FOR OVER 40 YEARS

## INTRODUCTION TO LOSS PREVENTION

Loss prevention is a form of private investigation into larceny or theft. The focus of such investigations generally includes shoplifting, package pilferage, embezzlement, credit fraud, and check fraud. "Loss prevention" or "LP" is used to describe a number of methods used to reduce the amount of all losses and shrinkage often related to retail trade.

The objective is to maximize profits through reducing shrinkage. According to the 2001 National Retail Security Survey, retail operations suffered an average annual shrinkage percentage of 1.75% in 2000. Although most retailers experience a shrinkage percentage of less than 2%, some smaller retailers often experience monthly and annual average shrinkage percentages as high as 20%. According to a study by the National Retail Security Survey 30.6% of shrinkage comes from shoplifting, 46% from employee embezzlement, 17.6% from administrative error, and 5.8% from vendor fraud.

Because of the inherent need for companies to reduce operational costs, there is an ever-present need for experienced LP professionals, particularly in the retail sector. Recently several agencies such as Brownstone Security are offering new educational certification programs specifically for loss prevention. Among larger retailers there is a recent trend to include worker and customer safety programs into the traditional loss prevention job structure.

The Loss Prevention Officer is employed to deter and detect theft in retail outlets. Loss Prevention Officers may be self-employed on a contract basis but most are employees of the retailer, a security firm with an outsourcing arrangement with the retailer, or an agency with a similar agreement.

The job involves patrolling stores in the role of an ordinary shopper, watching for shoplifters. The officer follows any shopper behaving suspiciously, and keeps records of such observations. The key difference between a Loss Prevention Officer and a Security Officer is that the former's role is covert. Other activities that a Loss Prevention Officer holds in common with a security guard include detaining and searching suspects, calling the police, attending the questioning of a suspect, taking witnesses' statements, reporting incidents, and giving evidence in court.

Volume 2, Issue 5

November 2009

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### BASIC SECURITY OFFICER TRAINING CLASSES:

11/09-11/13:

Los Angeles

## REMOTE VIDEO MONITORING

Brownstone's remote video monitoring service can help you to control costs and increase reliability. Remote video monitoring may be used as a new layer of security, or to supplement or replace current security officers located on-site. Five of the most common uses of remote video monitoring include:

**Real time/constant monitoring** - Remote video monitoring may be done on a constant, real time basis. Dispatchers are constantly watching one or more live camera feeds to identify predetermined activity. Just like have a full time security officer on site the dispatcher is constantly watching on-site activity. Unlike the security officer, the dispatcher can watch multiple locations and keep a recording of all activities.



**Monitoring by alerts/alarms/sensors** - Remote video monitoring may also be done using a series of alerts, alarms and sensors. In the case when any of these are tripped, the camera is activated and immediately appears on the dispatcher's screen. This allows for the dispatcher to verify if the alarm is "real" or "false" and can then immediately notify local authorities.

**Loss Prevention** - Video surveillance has long been used for loss prevention. Through the use of remote video monitoring a client can substantially reduce costs by having one dispatcher monitor multiple locations. This dispatcher can maintain constant contact with the on-site loss prevention officers to coordinate a response or they can contact local law enforcement.

**Virtual Guard Tours** - Mobile patrols are often used to provide security for a variety of locations. The patrols typically randomly stop by a site several times during a defined period to verify the site is secure. Live tours of the site may be conducted on random or predetermined times using a series of cameras to check all designated areas. A virtual guard tour provides a documented video of what was seen at the time. Audio may be used to listen for unusual sounds or to "talk" to persons on site. Virtual guard tours may also be used to "escort" employees after closing and to monitor other activities that require security.



**Virtual Secret Shopper** - Many businesses use secret shoppers to verify customer service levels and detect employee theft. The drawback to these programs is that in many cases employees can identify the secret shopper. In addition, these types of programs have almost no effectiveness on one of the most common types of employee theft - giving away product to regular customers. Through the use of VSS (with or without audio functions) dispatchers can watch employee actions to ensure customer service standards are maintained and they do not engage in theft.

Brownstone's remote video monitoring enables trained dispatchers to guard your business and detect and eliminate security problems. Other benefits of Brownstone's remote video monitoring include:

**Notifications** - Clients can elect to receive instant notification via e-mail or text message of all alerts, alarms and sensor activations.

**Client Access** - In addition to Brownstone dispatchers monitoring the system clients can elect to have access to the video surveillance system through the internet, mobile phones or PDAs.

**Off-site Video Storage** - As part of the service Brownstone will provide 30 days storage of all video.

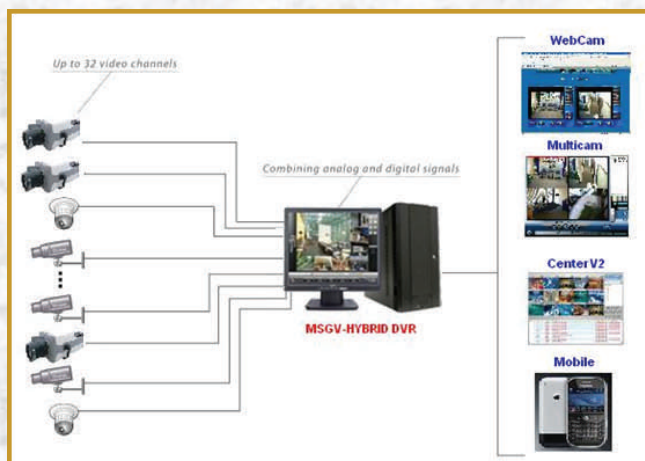
## DVR/NVR HYBRID SURVEILLANCE SOLUTION BY BROWNSTONE

### HYBRID DVR OFFERS SOLUTION FOR MULTI-SITE SURVEILLANCE

Thanks to the scalability of MSGV-Series, you can easily integrate surveillance system and IP cameras, and load analog and digital video data into the same interface to become a comprehensive hybrid solution. The MSGV-Series Surveillance System latest version 8.3 is able to process video signals from IP cameras over TCP/IP network. Combining the best of both the analog and digital worlds, the MSGV-Hybrid DVR is a versatile video management platform. It answers needs for a transition from a legacy analog infrastructure towards a pure IP surveillance environment.

In the version 8.3, the MSGV-Hybrid DVR comes with a rich panel of features to streamline surveillance operations and enhance management capabilities. Remote surveillance is implemented via 3GPP, IE browser and Brownstone MultiView. For the purpose of central monitoring, the MSGV-Hybrid DVR offers an extensible solution for multi-site surveillance and control to manage numerous cameras from subscribers.

Built upon comprehensive and easy-to-integrate hardware and supporting technologies, the MSGV-Surveillance and Video Management Platform is the core system platform that provides performance-optimized video monitoring and various advanced video analytics/control features to support many of enterprise's management functions. It is a scalable, extensible platform that can be customized and seamlessly integrated with other security system applications, such as:



- POS/ ATM/ EAS for loss prevention
- Access Control for building automation
- License Plate Recognition system for law enforcement, entrance control and revenue collection
- Megapixel IP devices for critical area and mobile object monitoring
- Central Monitoring stations for high profile security areas in commercial, industrial and residential markets.

In addition, the remote management WebCam and versatile storage system framework offer high scalability and extensibility for future integration with other functions or systems at remote sites.

For additional information please call 800-241-6808.



## BROWNSTONE SECURITY

310-297-3600

[www.brownstoneps.com](http://www.brownstoneps.com)



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Brownstone Security provides security officers, mobile patrol, virtual guard tours and remote video monitoring for a variety of clients including retail facilities, industrial & transportation facilities, shopping centers, homeowner associations, office complexes, government agencies and a variety of other industries. Brownstone Security also provides a wide variety of video surveillance systems. For the retail industry Brownstone Security can provide loss prevention services in order to deter theft. In addition to these services Brownstone Security provides a full spectrum of security and risk management consulting services.

*Brownstone Security, a partnership founded in trust and service.*

*California PPO License Number: 15625  
Nevada PPO License Number: 1180*



**Brownstone Security**  
**Trust | Strength | Experience | Service | Loyalty**

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