

# iVerify: A Different Level of Security

It's not something you like to talk about, but admit it—every day people are stealing from your company. Sophisticated shoplifting rings. Cashiers performing fraudulent voids. Armed robbers.

While most companies have some level of security program in place, there are flaws in these tools. Security guards, conventional alarms, and CCTV give businesses a false sense of security.

## The Old Guard

The security guard industry is plagued with issues of inconsistent training, non-existent benefits, and high turnover. Most security guards make about \$21,000 a year...barely a livable wage. And you're not getting a high-quality product for that money. Plus, they take breaks, there can be gaps in shifts, and a

single guard can't be in multiple places at once, leaving key areas of your business unprotected.

Alarms have their own set of limitations. There are so many false alarms that some police departments will not dispatch an officer until there is verification from someone on site. And who is securing your locations during business hours when the alarms are turned off?

On its own CCTV has become, at best, a post-event tool. We all know that most companies lack the resources needed to monitor their cameras 24 hours a day. This leaves LP executives reviewing hours and hours of low-quality images *after* an event, hoping to identify something, anything, helpful.

To truly protect your company, you need a comprehensive security solution—one that acts as intuitive eyes and ears—to

## Security Defined

With extensive backgrounds in law enforcement and security, iVerify thoroughly understands that there are some fundamental principles of security. These core tenets define a secure location and push people who may be inclined to commit a crime away from your space—to another location far away from your company and customers.

The fundamentals of security include the following.

**Awareness.** Security is all about creating a presence:

- Visually asserting your authority,
- Audibly announcing that trained eyes and ears are everywhere, and
- Deliberately urging criminals to rethink their actions.

iVerify creates awareness with images of security, including signage, video monitors, and audio announcements. We push the message, "*This is my property.*"

**Deterrence.** Securing a location means taking steps in advance of a situation:

- Physically defining your space,
- Continuously protecting it from damage and loss, and
- Successfully establishing control.

iVerify deters crime by creating a capable guardian in the mind of an offender, making them believe security is right over their shoulder. We push the message, "*This location is secure.*"

**Prevention.** Establishing a risk of apprehension will impact security:

- Intelligently use interactive surveillance,
- Strategically deploy audio and video monitoring, and
- Persuasively discourage criminal behavior.

iVerify prevents crime by causing offenders to think twice; warning them that this location is not an easy target. We push the message, "*You are being watched.*"

**Intervention.** Maintaining security means changing behavior:

- Effectively getting involved in a situation,
- Specifically calling an offender out, and
- Immediately changing the outcome.

iVerify intervenes in a situation by connecting to a location via live-video feed and audibly challenging an offender. We push the message, "*Stop what you are doing.*"

**Apprehension.** Security requires active human involvement:

- Actively catch an offender in the act,
- Instantly take action, and
- Simultaneously send information to the police.

If we can't get an offender before they commit a crime, iVerify will instantly drive real-time video to the police, who will ultimately apprehend them. We push the message, "*You've been caught.*"

**Documentation.** Ultimately, security is about putting information to work:

- Confidently presenting evidence,
- Clearly showing video and audio documentation of the crime, and
- Convincingly ruling out any doubt about guilt.

With the amount of information we capture, iVerify is measurably more effective than a security guard or conventional burglar alarm. We push the message, "*Let your arrest be a warning to others.*"

iVerify puts all of these elements together, applying intelligent video and audio monitoring to create a comprehensively secure location—more effectively and cost-efficiently than traditional security solutions.

To learn more about iVerify, visit us at [www.iverify.us](http://www.iverify.us) or call us at 800-763-0314.

create a safer, more secure environment and reduce loss from internal theft, shoplifting, and robbery.

### A New Solution

Headquartered in Charlotte, North Carolina, iVerify is a state-of-the-art video and audio monitoring company that provides a comprehensive security solution that is more economical than guard services, while more effective than guards and conventional burglar alarms.

At iVerify we've found that our customers come to us because they have a set of problems that hasn't been resolved by any other security solution. So, we analyze their business from a security perspective, examining every angle. We look at everything from entrances, exits, and parking to inventory, cash registers, and safes, and then customize a leading-edge surveillance solution. Integrating intelligent video and audio monitoring, our security solutions result in 70-plus percent reduction in robberies, 60-plus percent reduction in guard costs, and virtually zero false-alarm fines.

Imagine customers walking into your store and seeing themselves projected in high-definition on a flat-screen security monitor, then hearing a voice over the intercom: *"Please be advised, we request that you keep all items in plain view. Security is standing by live."* As they continue to shop, they actually hear security and a sales associate interacting in real time via microphone: *"This is security. How can I help you?"* Suddenly, security intervenes: *"To the person in the green shirt, you have been observed shoplifting. Please take your items to the front and exit the store."* These are the powerful sights and sounds of iVerify — a different level of security.

From our state-of-the-art video monitoring center, we act as specially-trained eyes and ears that look in on and listen to activities at your locations. During scheduled Interactive Guard Tours, our Intervention Specialists go through a specific verification process to confirm and communicate that your business is safe. We notify customers and employees they are being monitored for their safety, encourage shoplifters to return

merchandise, and instruct people trespassing on or loitering near your location to disperse. So, a single female working the night shift doesn't need to be afraid. She knows iVerify is right over her shoulder, that she can interact with us live, and that help can be summoned immediately if needed.

In addition, we also conduct Silent Guard Tours. During these anonymous, unscheduled tours, iVerify monitors for employee compliance, for the presence of unauthorized people, and any activities that may cause risk or loss. If an employee is observed carrying fully loaded boxes to the dumpster, iVerify will intervene and request that the contents be disclosed. This information is communicated to the security executive to let them know—this is the problem we've identified, and these are the steps we've taken to resolve it.

In the event of an emergency, our Intervention Specialists interact with and respond to events instantaneously, dispatching appropriate local response to anywhere in the country. So, if a masked gunman approaches the cashier at any one of your national locations and demands all the money in the register, iVerify will immediately verify on-site activities, actively get involved in the event in-progress, and engage the police in real-time. When you sit in our monitoring center and you see an Intervention Specialist intervene in a negative situation, you get a true sense of our competence, care, and commitment. That's one of the most powerful aspects of iVerify and what makes us different from any other security solution available today. ■



### Eyes, Ears, and Know

iVerify puts the six fundamentals of security together, and applies intelligent video and audio monitoring to create comprehensively secure locations. So if you're dealing with a chronic robbery problem, iVerify has the experience to implement a combination of services, including Interactive Guard Tours to visually and audibly alert criminals of the presence of a capable guardian, and protective measures such as supervised safe openings and video interaction with the VMC during presentations of high-value merchandise.

If you're experiencing significant loss from shrink, iVerify can help identify the causes. Using leading-edge technology,

we examine the daily activities of your business, looking for sources of loss...including that 2 a.m. doughnut delivery guy who helps himself to a handful of cinnamon twists and two cans of soda every night.

iVerify can also eliminate your false-alarm fees. Using state-of-the-art video, iVerify layers burglar-alarm monitoring with the ability to visually verify activities on-site. When an alarm signal is received, our Intervention Specialists activate cameras and scan your location looking for the culprit. In the event of a false alarm, we alert your emergency contact, or if there has been an intrusion, we immediately dispatch the police to a confirmed event in progress.