



New Security Solutions For New Retail Challenges

Retail Environment

A retail mall on the outskirts of Baltimore recently asked Securitas to extend its partnership to address new security concerns. Bordered by an interstate junction and apartment complex, this high-traffic retail environment has been a client of Securitas for nearly a decade and employs a combination of On-site officers and Remote Guarding to provide oversight and protection for its visitors.

Challenge:

Over the past years, the surrounding area has faced challenges from undesirable activity, leading to turnover of mall tenants and a rise in crime and vagrants loitering in the parking lots. An educational institution, housed just inside the mall entrance, experienced a decline in attendance of after-hours classes, as students did not feel safe. An On-site officer performed evening patrols as a deterrent; however, incidents including car break-ins and confrontations continued after his shift ended.

Solution:

- Working with the client, a Securitas Risk Assessment was completed by the local Securitas Branch Manager to identify an alternative, customized solution.
- Leveraging the capabilities of the Securitas Operation Center in Charlotte, NC, which provides the ability for 24/7 Remote Guarding Services, high-definition cameras with analytic capabilities were strategically placed to deliver detailed coverage in areas of concern.
- Partnering with our On-site officers, Securitas Remote Guarding now is employed to provide additional overnight coverage.
- When the cameras are armed and an analytic is engaged, it triggers an event to be handled by Remote Guarding officers.
- Comparing the event video to real-time camera footage, the Remote Guarding officer can then escalate the event to the appropriate Securitas contact, client personnel, or local police department, as needed.

Result:

Securitas Remote Guarding and the technology installed have provided better visibility and support to the On-site officers, increasing the safety of mall patrons and visitors, as well as the security officers themselves. In addition, the ability for high-definition incident playback allows the client to have better documentation of any events that may take place.