

# Benefits of Video Surveillance Systems

## Prevent Employee Theft:

- Did you know that 60% of inventory losses are caused by employees? <sup>1</sup>
- U.S. retailers and small businesses lost \$33 billion in revenue last year due to theft. <sup>1</sup>
- Businesses lose 20% of every dollar to employee theft. <sup>2</sup>
- In 2009, one in every 28.4 employees was apprehended for theft from their employer. <sup>3</sup>
- 75% of employees steal from work and most do so repeatedly. <sup>4</sup>
- In 2009, 70,409 employees were apprehended from 22 large retail companies, down 9.35% from 2008. <sup>3</sup>
- In 2009, the average case value of employee theft was \$728.90, about six times the average value of a shoplifting case. <sup>3</sup>
- 30% of corporate bankruptcies result from employee theft. <sup>4</sup>
- The FBI calls employee theft the fastest growing crime in America. <sup>4</sup>
- 55% of perpetrators of employee theft are managers. <sup>5</sup>
- The Boston Globe and Denver Post report that “time theft” and loafing cost U.S. companies over \$400 Billion a year in lost productivity.

## Prevent Shoplifting:

- There are nearly 300 million shoplifting incidents per year. <sup>3</sup>
- Shoplifting is estimated to account for between 30-40% of retailer's lost profit. <sup>3</sup>
- In 2009, retailers lost an estimated \$12.58 billion per year to shoplifting. <sup>3</sup>
- For every \$1.00 recovered from retail theft, \$31.74 is lost; only 3.15% is recovered total. <sup>3</sup>

<sup>1</sup> National Retail Federation -2010

<sup>2</sup> American Society of Employers

<sup>3</sup> Jack Hayes Int. Survey - 2010

<sup>4</sup> US Chamber of Commerce

<sup>5</sup> American Society of Employers

## **Employee Training Tool:**

Video surveillance systems can be used to monitor employee behavior, not only for inventory loss issues, but for employee training as well. Catch your employees doing something right and acknowledge it. Positive reinforcement will drive positive behaviors.

## **Prevent Harassment:**

Harassment in the workplace can take various forms and not all of it is reported. Complaints about harassment in the workplace are becoming more common. How do you know who's telling the truth? Video surveillance systems can record both video and audio.

## **Prevent Vandalism:**

A properly placed security camera can deter many crimes. If you monitor the outside of your property, cameras can help prevent vandalism.

## **Valuable Store Traffic Feedback:**

Want to know why some of your products sell better than other products? Monitor your store traffic. Find out what your customers see first. Monitoring the flow of traffic in and out of your store will help you decide where to place products for better sales.

## **Cost Effective:**

The cost of video surveillance has fallen in recent years. In many cases, the cost of one observation system will be far less than the cost of one employee theft. Many home owners are now implementing security cameras in their homes to watch children, the elderly, the swimming pool and more.

## **Reduce Insurance Premiums:**

Video surveillance systems can potentially reduce your insurance premiums. Video surveillance systems can also protect insurance companies and businesses against false claims such as workman's comp claims, harassment, liability and slip/fall claims. Check with your local insurance agent for information.

## **Tax Benefits:**

Businesses are now allowed to deduct up to \$250,000 in equipment purchases under section 179 of the tax code for 2011. This makes video surveillance system purchases 100% tax deductible for many companies. Check with your local CPA for information.

All of the benefits above lead to one thing...  
***IMMEDIATE Return On Investment!!!!***