



# NetApp Video Surveillance Storage Solution for Retail

## BACKGROUND

Shopping centers and retail environments are a natural fit for video surveillance installations. Protecting businesses from vandalism and theft “off hours,” and preventing shoplifting when stores are open, are important uses of video footage. In light of growing threats to public safety, video cameras can also help protect customers and staff.

However, surveillance installations in the retail environment can be used for much more than asset protection and personal safety. When intentionally deployed, they can also offer powerful business benefits. Simply reviewing footage can reveal customer shopping patterns. Are there places and products in the store that most customers avoid or ignore? Merchandising can use this information to change product placement and general flow through a store to improve sales. This footage can also reveal long lines, indicating the need to open a new register before customers get impatient. Analytics software can automate some of this information gathering, and you can use your video footage, both historical and real time, to gather important insights.

Advanced analytics layers built into security systems can also identify known “problem shoppers” and criminals. AI algorithms create intelligent video built into your security deployment. This intelligent video can be trained to gauge customer reactions to various displays, assessing their effectiveness at driving sales.

## THE CHALLENGE

Layers of analytics software add measurable benefits that help retail businesses to get ahead of the competition. But they also add to the already significant data load generated by surveillance cameras. This data becomes even more valuable once it’s leveraged for business growth because it now serves a dual purpose, becoming part of the overall business model as well as the security solution. Access and reliability likewise become even more important, and the cost and complexity of storing all this data can quickly become prohibitive, negating the benefits of harnessing the data in the first place.

## THE SOLUTION

Enterprise-grade NetApp® E-Series storage for video surveillance is designed to meet the challenges of the most sophisticated retail security systems. Built to make intelligent video accessible, reliable, and actionable, the E-Series modular design also offers flexibility for retail management. You can realize greater benefits from your current security deployment, add strategic upgrades to drive sales, and proactively manage stock. E-Series enables your business to start small and seamlessly grow storage capacity as your strategies develop—without the risk of downtime or interruption that could negatively affect your bottom line or compromise safety.

## UNSHAKABLE RELIABILITY

Intelligent video that delivers on its promise to do more than secure the perimeter of a store or shopping center must be reliable. Images that are lost or unavailable can't be reviewed for business insights. Missing or compromised footage will also fail to deliver in court if it's called upon in criminal litigation.

Proven by more than 1 million systems in the field, NetApp E-Series has the reliability your retail surveillance installation requires, no matter how many cameras you deploy, or how many layers of analytics you run on the video feeds. E-Series is also designed with best-in-class redundancy, has no single point of failure, and delivers greater than 99.999% availability.

## GET THE SPEED THAT YOU NEED

The multimegapixel cameras available today capture the incredible detail required for facial analysis, which can help businesses understand how customers react to different displays or marketing strategies. A high level of detail can be critical when video is used in criminal investigations of shoplifting or as evidence in court. To realize all the benefits of your surveillance equipment, you need storage that can ingest data at the same speed and at the same throughput that the cameras are generating it. NetApp E-Series performance is optimized to support any number of video streams simultaneously.

## EASE OF MANAGEMENT

The focus of retail is on customer satisfaction and business success, not on managing a complex security installation. Security teams should be able to focus on investigating fraudulent returns, stopping serial shoplifters, and protecting customers and staff. Ease of implementation and simple oversight protocols are essential so that employees and management can focus on business-critical decisions, not paperwork or IT issues.

E-Series storage for video surveillance in retail environments uses a modular framework that is easy to deploy and manage without an information technology background. Adding more storage is nondisruptive, and automated issue resolution reduces management overhead.

## UNLIMITED SCALE

The more cameras your store deploys, and the more advanced analytics you use to gain understanding of your customers and store design, the more data storage you require. With NetApp E-Series you won't need to guess at your future storage needs; you can expand on an as-needed basis. E-Series is designed for simple and unlimited scalability, so it's never necessary to overprovision storage. This is a pay-as-your-business-grows solution, whether your needs are measured in terabytes or petabytes, and anywhere from 100 to 100,000 cameras or more.

## LOWER YOUR TCO

NetApp E-Series storage gives you optimal price/performance for your video surveillance solution, allowing retail management to focus resources on realizing business benefits and increased profit margins, not expensive IT overhead. Likewise, security personnel need to focus on safety, while sales and merchandising teams should be free to keep their creative energies on innovative sales strategies instead of on IT fix-it tickets. The simplicity of NetApp E-Series keeps IT costs and headaches to a minimum.

And with industry-leading density and scalability, you never need to buy more storage or rack space than you need, reducing power, cooling, and back-office space-related costs. The proven 99.999% availability of E-Series systems means that you don't have to worry about expensive system rebuilds or data migrations due to system failures. It's simple to lower the TCO of your security system with E-Series.

## MORE INFORMATION

For more information, visit [www.netapp.com/vss](http://www.netapp.com/vss)

## ABOUT NETAPP

NetApp is the data authority for hybrid cloud. We provide a full range of hybrid cloud data services that simplify management of applications and data across cloud and on-premises environments to accelerate digital transformation. Together with our partners, we empower global organizations to unleash the full potential of their data to expand customer touchpoints, foster greater innovation and optimize their operations. For more information, visit [www.netapp.com](http://www.netapp.com). #DataDriven