

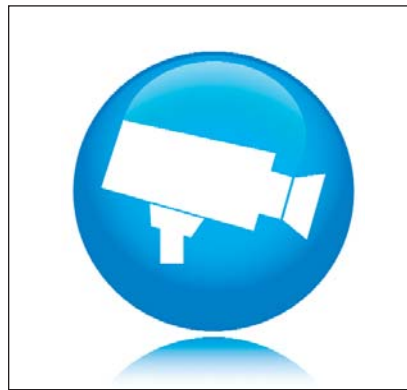


Vy Hoang, executive VP, sales and marketing, i3 International Inc.

Encourage Collaboration For DVR Solution Spending

Increasingly, many retailers are relying on interdisciplinary integration to make sound LP (loss prevention) spending decisions.

Tight budgets are a common issue faced by countless LP directors and VPs. That's just one of the reasons why it's crucial for other departments to understand the value that LP has on the entire organization. Now more than ever, a heavy influence has been placed on the importance of interdepartmental collaboration on technology spending. As LP technologies evolve, you need to make sure your LP team has a seat at the table with departmental stakeholders when buying decisions are made. To learn more about the latest advancements in DVR technology and the hows and whys of cross-disciplinary value, we talked to Vy Hoang, executive VP, sales and marketing at i3 International Inc.



What are some recent advances in DVR technology for retail surveillance and video intelligence applications?

Hoang: Some of the recent advantages of lowering the cost of DVR technology for retail surveillance and video intelligence applications such as the IP (Internet Protocol) mega-pixel camera is that businesses can now actually provide video analytics as well as in-store metrics. New technology acts as highly sophisticated metrics that can analyze and interpret valuable data that streams through a server, which can ultimately show a whole operations team a report.

Are you seeing increased interest and involvement from the store operations side of the business?

Hoang: No, rather I see the loss prevention department

getting the store operations involved. I encounter the LP department offering store ops tools like regional counting. A strong push for these resources and information are being pushed to them to get more buy in/budget and support from that side.

How are retailers handling storage requirements for the rapidly growing amount of video they're collecting?

Hoang: There are three ways that retailers are now handling storage requirements for the rapidly growing amount of video they're collecting:

- Employing better compression algorithms — in other words, improving compression
- Triggering intelligence analytics through solutions
- Starting to employ NOSS (Network Operation Storage System) devices to increase storage capability

In an age where technology is a dominant feature on the LP landscape, what advice can you give retailers struggling with the marriage of their LP and IT departments?

Hoang: In an age where technology is a dominant feature on the LP landscape, I would advise retailers struggling with the marriage of their LP and IT departments to CCC — communicate, communicate, communicate. Allow the retailer and LP department to understand the needs, function, and requirements that IT has. All parties are important components in operations. Once companies realize that operations start to move faster when everyone is on the same page and in the know, they will get IT involved in the product-selecting process of the IP cameras as well. ■