

Guide



# Combat organized retail crime

with the L6A Enterprise License Plate Recognition Camera

# Shedding light on organized retail crime

## ORC by the numbers

In today's retail landscape, you face an ever-increasing threat: organized retail crime (ORC) and the impact is staggering. According to the National Retail Federation's 2023 Retail Security Survey, U.S. retailers suffered a loss of over \$110 billion, significantly driven by ORC. Such criminal activities erode profits and undermine customer trust and safety, leading to a decline in brand reputation.

In addition to this:

- More than two-thirds of retailers surveyed report that violence and aggression associated with ORC incidents increased in the past year.
- 37% of respondents said they are researching AI analytics to become more successful in combating ORC.
- The most important piece of investigative information outside the suspect's identity is a vehicle's license plate.
- Only 50% of known retail crime incidents are reported to law enforcement in the areas they serve.
- The U.S. metropolitan areas affected the most by ORC include:

- Los Angeles
- San Francisco/Oakland
- Houston
- New York
- Seattle
- Atlanta
- Sacramento
- Chicago
- Denver
- Miami
- Albuquerque

The impact of ORC stretches far and wide. Equipping retailers with the right technology to identify and investigate vehicles that are associated with crime is more critical than ever.



# The Avigilon L6A Enterprise LPR Camera<sup>1</sup>

## Streamlining technology to improve retail security

Traditional retail security, while essential, often falls short in addressing the sophisticated tactics employed by ORC groups. Sometimes, an on-time response is even too late. You need a smarter, more proactive solution to safeguard your employees, customers and assets.

Better equip your business to stop a threat in its tracks with the Avigilon L6A Enterprise License Plate Recognition (LPR) Camera. Fusing industry-leading video streaming capabilities with cutting-edge LPR technology, scan license plates and stream video footage.

Enhance your on-premise security and avoid experiencing the unimaginable with a smarter, more efficient solution.



### Scan license plates

Built with two image sensors for accurate vehicle data collection: one purpose-built LPR and one context color camera.



### Stream data

Watch and review vehicle detections in Avigilon Unity Video. Take it a step further and send data to VehicleManager Enterprise<sup>2</sup> to conduct patented LPR-specific analytics, identify patterns and detect crime.



### Share data across sites and with law enforcement

Add an additional layer of protection to your site by sharing the scans you collect within VehicleManager Enterprise across multiple sites and with law enforcement.



<sup>1</sup> Regional limitations apply - only available in North America

<sup>2</sup> Separate licensing is required



# A comprehensive solution

The L6A has been meticulously designed to tackle the complexities of ORC head-on. From capturing critical data in real-time to blocking attacks on your network, take decisive steps to protect your business, prevent loss and enhance overall safety.



## Never let a plate go unscanned

Scan plates moving up to 100 mph (161 km/h), over two lanes of traffic and at distances up to 330 ft away during the day and 250 ft at night.

## Reliable and durable

Operate confidently in extreme conditions with an operating temperature range of -40°C to 60°C (-40°F to 140°F) and take on impact and water with IK10 and IP67 ratings. Rest assured with our 5-year warranty – providing you with comprehensive coverage and support in unforeseen situations.

## Protect yourself against network attacks

Keep your perimeter and network secured at all times. Feel at ease knowing the FIPS 140-2 Level 3 compliant L6A meets required security standards, will help protect against device identity theft threats, data breaches or other cybersecurity attacks.

## Reduce maintenance costs

As an ONVIF Profile S and M conformant camera, the L6A seamlessly integrates with Avigilon Unity Video and other ONVIF conformant solutions – saving you time and money.



# Do more with your data

LPR data alone solves nothing. Only with analysis can it reveal patterns, trends and associations that generate leads and assist in investigations. Connect the L6A to VehicleManager Enterprise for readily available on-site LPR analytics.

Leverage various patented analytics to stop at-risk vehicles from entering your site and hindering daily operations.



## Pinpoint a plate

Identify vehicles involved in suspicious activities swiftly, even when you have incomplete plate information. Search by partial or full plate and use specific filters to nail down the correct vehicle of interest.



## Anticipate crime

Generate hotlists of vehicles that have posed a threat to your site and receive notifications whenever your camera scans one of these plates. This way, you can take anticipatory actions to diminish the likelihood of a dangerous situation. Share and set alerts across multiple sites and devices to promote safety across all your stores.



## Collaborate with other retailers

Don't want to share data? That's perfectly fine. Collaborate with other retailers on vehicle related information without having to share all of your information. The Request for Information tool allows you to connect with any party in the ecosystem that has scanned a specific plate of interest.



## Strengthen your Public-Private Partnership

Danger could be at your storefront, without you even knowing. If you opt to share data with law enforcement, plates scanned by your L6A will be matched against local or federal hotlists. If a vehicle associated with known or potential criminal activity enters your property, the police will be notified.



## Connect ORC groups

Identify vehicles seen together to confirm potential accomplices and pinpoint the getaway car involved in a series of ORC incidents. Receive notifications based on patterns of irregular location visits or visits within a predefined time frame for a superior understanding of who frequents your site and if action is required.



# The L6A in action

A convenience store owner is overwhelmed and frustrated with the recent uptick in organized retail crime at their store, which has caused a physical, mental and financial strain. The existing security ecosystem they have in place hasn't been able to tackle the problem at hand.

The owner decides to implement the Avigilon L6A Enterprise LPR camera. Now everytime a vehicle drives through the parking lot, the camera captures a video of the situation and collects vehicle and plate data. With this new information, the store can create comprehensive watch lists of vehicles that have previously targeted them.

One afternoon, the store received an alert when a vehicle on their watch list entered the site. Security teams were able to swiftly get into place and despite a group of individuals attempting to ransack a bunch of inventory, the security team was able to stop them.

The store owner can now breathe easier, knowing that if there are similar situations in the future, they have the necessary tools to combat ORC. Now the team can focus solely on the business operations and providing the best possible service to their customers.

That's the power of proactive security, delivered by the Avigilon L6A Enterprise LPR camera.



Looking to learn more? Visit [avigilon.com/security-cameras/l6a](https://www.avigilon.com/security-cameras/l6a)



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