

# RETAIL PROPERTY MANAGEMENT FIRM – ENHANCING SECURITY AND DRIVING DATA-DRIVEN OPERATIONS

## OVERVIEW

A leading mall administration firm modernized its existing surveillance environment by implementing AI Video Analytics (AIVA) to enhance security visibility while unlocking new operational insights. By transforming video into actionable intelligence, the organization improved situational awareness and enabled more informed, data-driven decisions across multiple locations.

## CHALLENGE

Managing eight major shopping centers across multiple cities, the organization needed to strengthen security while gaining deeper insight into customer behavior. Existing systems provided limited visibility—capturing only a portion of the data required for effective decision-making. The lack of real-time intelligence on foot traffic, demographics, and vehicle activity made it difficult to optimize staffing, improve tenant strategies, and enhance the overall customer experience.

## SOLUTION

To address these challenges, Claro delivered a cutting-edge AI Video Analytics solution to provide both greater safety and operational insight. Certified by the Department of Homeland Security, AI Video Analytics transforms existing surveillance systems—enabling continuous monitoring, real-time detection of security and safety events, and rapid forensic search—transforming video into a powerful tool for the organization.

### Safety and Security:

The solution enhances security and situational awareness across environments through intelligent detection and verification capabilities, sending real-time alerts when an emergency is detected. The solution can:

- Detect intrusion, visible weapons, and fire and smoke in real time
- Detect potential safety concerns with fall detection
- Detect potential incidents by detecting when crowds gather, which could indicate an issue such as a medical event, accident, or fight

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- Verify authorized individuals using license plate and facial recognition

### Improve Operational Efficiency:

The solution applies AI to provide 24/7 monitoring and analyze video feeds, improving efficiency and accelerating investigations.

- Eliminates the need for physical monitoring of video feeds
- Enables rapid forensic search across hours of video in seconds
- Enables ability to detect and track people and objects across cameras

### Accelerated Insights & Optimization:

In addition, AI Video Analytics manual management with additional information with tools such as people counting and heatmaps, enabling greater insights on tenant traffic, occupancy levels, and common area usage for faster more informed, data-driven decisions.

## RESULTS

- Strengthened overall security across all locations through continuous, automated monitoring.
- Enabled faster response and resolution of incidents with real-time alerts and rapid video retrieval.
- Reduced operational burden by minimizing the need for manual video monitoring.
- Improved visibility into mall activity and usage.

## WHY CLARO

Claro applies advanced AI to deliver practical, outcome-driven solutions that improve safety, visibility, and operational efficiency across complex environments. By working within existing systems and partnering closely with your team, Claro enables faster response, better use of resources, and measurable improvements—without disrupting ongoing operations.

