



WHITE PAPER

How Monitoring Centers Can Actively Deter Intruders

The Security Industry Association (SIA) states, “In the past five years, 60% of companies have reported encountering physical security breaches.” The National Retail Federation (NRF) found that retailers experienced a 90% increase in dollar loss due to shoplifting in 2023 versus 2019. With online outlets making it ever easier to sell stolen goods, organized retail crime has become an increasingly urgent issue. Despite these staggering statistics, it’s estimated that only 22.5% of businesses and homes in North American have professionally monitored alarm systems.

...many companies are taking the initiative to prevent theft by upgrading their security systems.

To combat this ever-present threat, retailers are looking to their security partners to improve video surveillance and other security measures. The opportunities — and responsibilities — are significant.

RETAIL COMPANIES INCREASE SECURITY BUDGETS

Video surveillance has long been a matter of reviewing an event after the fact, when it’s too late for anything to be done. But with recent enhancements in technology, surveillance is becoming an important tool in not only prosecuting these crimes, but

detering them from happening in the first place. And companies are taking note. Being able to provide more detailed, more accurate information to resources like monitoring centers and law enforcement is a high priority. The NRF stated, “Retailers are devoting considerable resources to prevent the victimization of their employees, guests and organizations. They are boosting their budgets for loss prevention and technology.”

In other words, many companies are taking the initiative to prevent theft by upgrading their security systems.

THE EFFECTIVENESS OF VIDEO ANALYTICS

Video monitoring with advanced analytics is becoming a necessary tool. Video analytics give businesses the ability to respond to critical events rapidly — even proactively — while diminishing the need to have personnel in harm’s way. These enhanced technologies make a significant impact in reducing theft.

XV Gateways with AlarmVision® transform existing cameras into intelligent motion detectors. AlarmVision uses real-time video analysis of the event to determine the subject of the motion before sending the alarm. This virtually eliminates false alarms, so monitoring centers and end users receive notifications that matter. Advanced analytics such as detecting people or vehicles loitering, unwanted direction of travel — or even movement across a set line in a camera’s field

of view — give security companies and property owners greater awareness of potential breaches. The detection can trigger alarms, keypads, sirens, lights and loudspeakers, even before an intrusion has occurred.



THE POWER OF 2-WAY AUDIO

XV Gateways also support 2-Way Audio, which empowers monitoring center operators to interact directly with people on-site. The SIA states that 2-Way Audio “can prevent situations from escalating and often serves as an effective deterrent.”

By combining AlarmVision with 2-Way Audio features, monitoring centers can actively deter intruders and let them know security is being enforced. ONVIF-compliant IP speakers can be assigned to specific cameras during programming. Enabling 2-Way Audio gives monitoring center operators more tools to deter theft or trespassing:

- Operators can speak and listen through one or all supported audio devices
- Operators can easily aid first responders once they arrive by communicating through the on-site speakers
- Pre-recorded audio clips can be broadcast by the operator or automatically upon detection

The pre-recorded clips that are available include warnings against trespassing and loitering. Here are a few examples:



TRESPASSING WARNING

“You are trespassing, please leave the area. This area is under video surveillance, and you have been recorded.”



LOITERING WARNING

“You are loitering in an unauthorized area. Please leave immediately or the police will be contacted.”



GENERIC INSTRUCTION

“Warning, you are under video surveillance. Please leave the area immediately.”



EMERGENCY WARNING

“Attention: please evacuate the area immediately.”

By combining AlarmVision with 2-Way Audio features, monitoring centers can actively deter intruders and let them know security is being enforced... Enabling 2-Way Audio gives monitoring center operators more tools to deter theft or trespassing.

2-WAY AUDIO IMPROVES ALARM RESPONSE

The Monitoring Association has developed AVS-01, a classification system to aid law enforcement in prioritizing alarm response. It outlines five levels of urgency:

Alarm Level 0	No Call for Service
Alarm Level 1	Call for Service with limited to no additional information
Alarm Level 2	Call for Service with confirmed or highly probable human presence with unknown intent
Alarm Level 3	Call for Service with confirmed threat to property
Alarm Level 4	Call for Service with confirmed threat to life

Under the AVS-01 protocol, the presence of 2-Way Audio can significantly enhance an operator's ability to verify an event in progress. By providing real-time audible context — such as voices, threats or interaction with suspects — 2-Way Audio supports higher AVS-01 classification levels (such as Level 3 or 4). These higher levels are more likely to be prioritized, with escalated responses from law enforcement, putting them at the scene where they're needed even faster.

HOW 2-WAY AUDIO HELPS ELEVATE

AVS-01 SCORES:

2-Way Audio allows a monitoring center to:

- Hear voices, threats or suspicious behavior, even when video is inconclusive
- Directly engage with suspects, confirming their presence
- Receive verbal responses from authorized users (helping rule out false alarms)
- Alert suspects via voice challenge, which may provoke a reaction helpful for assessment

With technologies like 2-Way Audio and AlarmVision, alarm companies can expand their customers' protection beyond the walls of their buildings. The powerful combination of these video solutions can help businesses get ahead of criminal activities. Real-time context supports a higher AVS-01 classification, which signals to law enforcement greater urgency and confidence in the threat.

