POLICE AND RETAILERS JOIN FORCES TO FIGHT ORGANIZED RETAIL THEFT

MOTOROLA'S REAL-TIME CRIME CENTER SOLUTION HELPS RETAILERS PARTNER WITH PUBLIC SAFETY TO STAY AHEAD OF CRIME

THE CHALLENGE

ANTICIPATE, PREPARE AND PREVENT ORGANIZED RETAIL CRIME

Every year, retailers lose more than $30 billion to organized retail theft. This is not the typical small-time shoplifter. On the low end, these thefts can originate with teen mobs that enter a store, create a disturbance, and then exit with stolen merchandise. On the high end, they can be highly sophisticated organized retail gangs that steal millions of dollars' worth of merchandise and sell it online or fence it domestically or overseas.

93.5% OF RETAILERS SURVEYED IN 2013 HAVE BEEN VICTIMS OF ORGANIZED RETAIL CRIME IN THE PAST YEAR, ACCORDING TO THE NATIONAL RETAIL FEDERATION.

2013 NRF Organized Retail Crime survey, National Retail Federation

Real-time information is the key to fighting organized retail crime but how to integrate the deluge of data from an abundant number of sources is critical. Turning this data quickly and easily into real-time intelligence has been a growing challenge for public safety in cities across North America… until now.

THE SOLUTION

REAL-TIME CRIME CENTER (RTCC)

Motorola's Real-Time Crime Center solution integrates multiple sources of data with real-time analytics to deliver one operational view. This allows loss prevention specialists, bank investigators and law enforcement officers to approach an incident armed with greater situational awareness, more proactive responses and smarter, safer decisions.

With the introduction of Motorola's Real-Time Crime Center solution, retailers can now partner with public safety to help fight against organized retail theft. Using wireless two-way devices, including Mobile Workforce Management (MWM) and two-way wireless devices, retail associates can covertly send alerts of suspicious activity to loss prevention. Security can then forward video of potential

suspects, along with RFID information to identify stolen merchandise, to the public safety agency. Along with this real-time on-site data pushed to RTCC by retailers, public safety can provide information from Real-Time Video Intelligence (RTVI), Records Management System (RMS) and Automatic License Plate Recognition (ALPR) as well as other Federal, State and Local databases to help officers identify, report and take appropriate action. This action can involve detain and arrest or intelligence gathering that will lead to the larger fencing operations.

When accompanied by Motorola's Professional Services, retailers, banks and public safety organizations can work together to prevent organized, retail crime.

THE BENEFITS

SHORTER RESPONSE TIME

Even before the alert or call for help comes in, officers are armed with firsthand intelligence from video streams, sensors, alarms, maps and more, allowing them to be proactive rather than reactive as incidents unfold. They can also review leads, reports, clips and tactics before they step into the scene.

SMARTER SITUATIONAL AWARENESS

Motorola's Real-Time Crime Center solution provides the critical information needed to supplement feet on the street, including mug shots, video streams, outstanding warrants, and probation and parole records. These collective, data-centric resources provide responders with richer insight before they reach the scene – bolstering situational awareness and safety. By integrating all devices and operational data into one connected view, the Real-Time Crime Center solution taps your best source of intelligence and officers are armed with street-smart perspectives, not second-hand possibilities.

STRONGER OFFICERS

Motorola's Real-Time Crime Center solution instantly helps identify patterns and stops emerging crime to provide more intelligence to officers. You gain smarter ways to deploy resources and by partnering with retail and financial institutions can develop strategies to prevent illegal activity.

SAVES EXISTING RESOURCES

Motorola's Real-Time Crime Center solution is staffed by those who know your jurisdiction best: your own officers, crime analysts and investigators. It leverages the systems you already have in place, from CAD to records, and is easy and intuitive to use. As you upgrade or expand equipment, RTCC continues to consolidate data for officers and compress response times.

SYNCS YOUR EXISTING SYSTEM AND EXPANDS WITH YOU

Motorola's RTCC solution has a flexible architecture so the flow of information fits your operating requirements today and in the years ahead. This solution works seamlessly alongside your existing command and control technology as well as your other communications equipment.

HOW MOTOROLA CAN HELP

Motorola Services can help you through the process to ensure that your departments are well prepared for the organizational transformation ahead; and help you demonstrate measurable improvements.

PLAN

First, we partner with you to understand what you need to accomplish your vision. We examine your existing technology, assets, organizational goals, policies and processes. Then we work with you to design an optimal solution in terms of architecture, interfaces, equipment, total cost of ownership and return on investment.

IMPLEMENT

We develop a phased implementation and build-out plan for your Motorola Real-Time Crime Center solution; validate and test equipment; commission and optimize your system for maximum effectiveness. We seamlessly integrate your existing systems into the solution to help you shorten response times and enhance first responder capabilities. As your needs grow, we enhance the capabilities to increase accountability, data analysis and real-time information flows. Finally, we implement advanced analytics to increase situational awareness – from gunshot detection to video analytics – so you can identify incidents in progress and proactively deploy resources.

RUN

RTCC is backed by our full support services, including monitoring your networks, applications, devices and security to keep critical communications online. We monitor your equipment around the clock to maintain performance, availability, and reliability with expert management, 24x7x365 call center and Network Operations Center, helping you get the most from your technology, minimize risk, and reduce costs.

Motorola's Real-Time Crime Center solution is a 24x7x365 flow of data providing the right information and investigative support directly to officers. Advanced analytics enhance situational awareness, help officers make more proactive decisions and increase their safety.

USE CASE

8:55 PM
Loss Prevention sends alert of potential retail gang theft in process, along with video on his MWM device to police station.
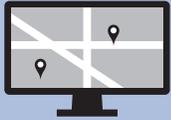
8:56 PM
The exact location of the store and the closest police unit appear on a map at headquarters.

8:57 PM
Crime analysts view video, identify suspects, and transmit the data to officers dispatched to the incident. The footage is a fully-integrated package of video clips, mapping, records, and historical data pushed live to their devices while en route.

8:58 PM
Dispatcher uses her radio console to talk directly with officers en route to the scene on a secure, encrypted channel, conveying additional details about the store as they near the entrance.

9:02 PM
All the relevant information, from arrest records to video, are seamlessly integrated and distributed in a single flow of multimedia intelligence to officers – before they even step out of the squad car.

9:05 PM
Officers watch as suspects leave the store and walk toward a waiting car. They run the license plates while pursuing the thief (booster).

SOMETIME LATER
A case has been built against the fence and an arrest is made taking down the organized crime ring.

To stay a step ahead of crime with instant, integrated information, visit **motorolasolutions.com/rtcc**.

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