



SYMPHIA  
Use Case

OUTDOOR  
SHOPPING MALL



INTELLICENE  
SECURITY // EVOLVED

## Symphia Retail Solutions: Security, Safety and Efficiency

The shopping experience is evolving. Shopping centers are considered a destination, a place where retail, dining, health and wellness, lifestyle and entertainment collide. Consumers are looking for an experience, one that transcends the traditional mall setting. The anchor stores of yesterday have been replaced by popular restaurants, bars, spas, fitness centers and movie theaters.

As the popularity of outdoor shopping centers grow, so do the risks. In response, facilities leaders are taking a more proactive approach than ever before to ensure the safety of their establishments, which is paramount to creating a positive and secure shopping experience. Here is how one large shopping district is addressing the need for proactive measures through a robust mix of leadership initiatives, innovative processes, strong partnerships, and technology deployments.

### Project Details



developed  
property

**75**  
acres



retail  
space

**10**  
SYSTEMS



office  
space

**50,000**  
SQUARE FEET



upscale  
hotel

**1.15M**  
SQUARE FEET



## The User



**A new outdoor shopping and entertainment complex in the United States that encompasses 75 acres.**

An open-air shopping, dining and entertainment destination, located in a growing suburban area in the Midwest, boasts 50-acres of mixed-use development. It features 450,000 square feet of retail space and an additional 50,000 square feet of office space. The entire project encompasses 75 acres and features retail space, offices, restaurants, specialty food stores, and an upscale hotel spanning 1.15 million square feet.

## The Challenge



**How to minimize retail shrink, detect crime and ensure day-to-day security and business operations across thousands of locations.**

The property developers agreed that their top priority was to establish a safe environment and evaluated a host of video surveillance providers. They specifically sought out a technology leader that had existing expertise in the retail environment as well as one that had the ability to provide support and services to help the facility maximize its technology investment on an ongoing basis.

## The Solution



**Sophisticated, unified technology that helps to anticipate, identify and respond to potential threats, mitigate risk and shrink, as well as improve overall business efficiency and the customer experience.**

The organization deployed a wide array of Intellicene Situational Intelligence Solutions to meet their safety requirements, including Symphia VMS, Symphia NowForce, IP cameras, video storage and professional services and support.

## The Outcome



**Faster, more efficient investigations and response, increased ability to anticipate and prevent threats, deter criminal activity, and anticipate and meet customers' needs.**

The ability to add Symphia NowForce to its customer service and support programs was a big benefit for the shopping center. The robust dispatch and response solution has many applications, one of which can be utilized to quickly identify potential issues or needs and send appropriately qualified customer service associates to assist clientele. Another application enables security staff to view the real-time location of these employees, track their movement to ensure their safety and deploy the correct resources for each situation.

Another key factor in the selection of Symphia solutions was the platform's ability to quickly and succinctly share relevant information with local police. Finally, Symphia's ability to grow with the venture and easily integrate with other technology added significant value to the client, who could be assured that as their security and intelligence needs evolved, Symphia's advanced technology would continue to support and expand with them.



# The Symphia Advantage

**Sophisticated, unified intelligence and security technology help ensure the safety of shoppers as well as enhance business operations and deliver an exceptional customer experience.**

The retail center is focused on gathering actionable intelligence to enhance security, prevent loss and adhere to compliance requirements. Symphia's sophisticated technology enables the security team to anticipate, identify and respond not only to potential threats and risk, but that same technology can be leveraged to achieve an exceptional customer experience throughout the establishment. Pinpoint problem areas or touchpoints, dispatch appropriate personnel, and improve overall business efficacy and client satisfaction.

Symphia security solutions are built on an open and flexible architecture and are designed to seamlessly integrate with other technology. This allows clients to maximize their investments while enhancing their installation. We assume that our clients' security needs will change and evolve as their businesses grow and expand. As the outdoor shopping center develops, it can leverage Symphia's advanced solutions and services to ensure the highest level of safety for its customers while balancing an open, welcoming environment.

**Learn how Intellicene can help maximize your security operation.**

Contact us by email at [insidesales@intellicene.com](mailto:insidesales@intellicene.com)  
or call +1 866-747-6246.



## Schedule an Online Demo Today

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### About Intellicene

Intellicene is a global leader in security analytics software that empowers governments and enterprises. Our open software fuses, analyzes and visualizes disparate data sets at scale to help security organizations find the needles in the haystacks. Over 1,000 government and enterprise customers in more than 100 countries rely on Intellicene's solutions to accelerate security investigations and connect the dots to successfully identify, neutralize, and prevent threats to national security, business continuity and cyber security.

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