Why Investigative Time Matters

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Key Benefits of Purchek® Technology

GATEKEEPER® SYSTEMS

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In the digital age of retail, time is an endangered species. For loss prevention and asset protection teams, the amount of time they invest pursuing shoplifting and ORC suspects directly affects productivity and profits. Traditional investigative methods require hours of reviewing footage, gathering evidence, and building cases, which significantly strains teams being asked to do more… with less. But with advancements in event-based video technology, particularly through solutions like Gatekeeper's Purchek® Technology and FaceFirst face matching software, loss prevention efforts have taken a transformative turn.

Investigative time matters now more than ever, and these cutting-edge technologies have become game-changers in this space. By automating much of the investigative work and integrating seamlessly into case management systems, they allow LP teams to reclaim precious hours and focus on higher-value initiatives.

Event-Based Video

At the center of the solution is event-based video technology, which focuses on capturing and documenting specific theft-related incidents. Unlike traditional CCTV footage, where teams sift through hours of video to identify moments of interest, event-based video captures precise incidents, like pushout thefts or attempts to leave the store with unpaid merchandise.

The Purchek® solution takes this one step further by automatically triggering high-definition video recordings during pushout events. It captures the act as well as the moments leading up to and following the event. This clear, actionable footage is necessary for building airtight cases, providing irrefutable evidence, and minimizing the guesswork in theft investigations.

For loss prevention teams, this automation has been a game-changer. With customers reporting that up to 80% of their offender enrollments and case management entries were initiated by the Purchek® technology's video events, the time previously spent combing through surveillance footage can now be allocated to more strategic tasks. The technology itself, coupled with Gatekeeper Systems' investigative services and FaceFirst face matching technology, does the heavy lifting, providing immediate evidence collection while freeing up LP professionals to focus on bigger-picture initiatives that drive store profitability.

From Isolated Incidents to Actionable Insights

One of the most significant benefits of the Purchek® technology and FaceFirst face matching software is their ability to turn isolated theft events into comprehensive insights. With Theft Intelligence Services, the system doesn't just stop at capturing the event. It provides a broader lens into theft activity, allowing LP teams to identify patterns and trends, such as repeat offenders or potential ORC activities.

By transforming raw, unmonitored video into focused, actionable insights, these solutions ensure that no critical theft event goes unnoticed. Retailers can now maximize the value of every frame,

converting lost time into strategic wins. This shift from data overload to data-driven decision making is the future of loss prevention.

This shift from reactive to proactive loss prevention is critical. Rather than responding to individual thefts, teams can use the data to address larger issues. The flagged video data can also be easily transported to other solutions, such as case management and crime prevention platforms, creating a seamless workflow for loss prevention efforts.

By analyzing these trends, retailers can deploy targeted countermeasures, improving overall store security and reducing theft-related shrink. This deeper understanding allows for a more strategic approach to preventing loss, turning data into actionable insights that enhance the effectiveness of theft deterrence efforts.

For most organizations, the sheer volume of recorded video data is staggering. Yet less than 1% of it is monitored live, and only a fraction of that is ever reviewed later. This means retailers are sitting on mountains of unused data, a potential goldmine of insights going to waste. Imagine the value in capturing those critical moments and turning them into actionable intelligence, instead of letting them slip through the cracks.
With Purchek® technology and FaceFirst, this data becomes powerful. Rather than drowning in hours of footage that will likely never be reviewed, event-based video pinpoints the key moments that matter.

Each theft attempt is not only captured in high definition but flagged, categorized, and ready for immediate use in investigations and strategy development. It is no longer about having endless data… it's about having the right data, delivered when and where it counts most.

The Value of Time Savings

The time savings provided by the Purchek® technology and FaceFirst cannot be overstated. Traditionally, LP teams would spend hours, if not days, reviewing footage, gathering evidence, and building cases. Now, much of that work is automated. By integrating video surveillance, event triggers, and case management into one streamlined process, these solutions reduce the investigative burden on LP teams.

This reclaimed time can be reinvested into other initiatives that add value. Loss prevention teams could now spend time training store staff, developing new security measures, or even managing other forms of shrink.

Additionally, the managed service component further enhances this time savings. The system automates the time-consuming process of capturing, organizing, and categorizing video data across multiple store sites, freeing up LP teams to concentrate on a focused goal: theft prevention and store safety.

And just like the world of retail, the tactics of shoplifters are constantly evolving. Retailers will need to innovate with solutions that don't just keep people from getting things but save them time and money. The Purchek® technology and FaceFirst do precisely that by streamlining the discovery process and providing data-driven insights that enhance loss prevention efforts.

By focusing on event-based videos and leveraging the power of Theft Intelligence Services and AI-powered face matching technology, retailers can take a more proactive, informed approach to theft prevention.

These video events often carry greater identification confidence than observed incidents, as no human bias is involved in identifying subjects. For subscribers of our Premium Theft Intelligence Services, each pushout event is reviewed by two independent experts to confirm its validity. This meticulous process ensures that loss prevention teams receive high-quality, actionable data, allowing them to focus on broader security initiatives with increased effectiveness.

For retailers looking to not only keep up but stay ahead, the future of loss prevention starts with smarter, faster, and more efficient investigative processes – powered by Purchek® technology and FaceFirst face matching software.

About **FaceFirst**

FaceFirst is a global leader in highly effective face matching software that leverages artificial intelligence and human decision-making to prevent violence, theft, and fraud. We design our patented video analytics platform to be fast, accurate, and scalable while maintaining high levels of security, privacy, and accountability. For more information, please visit facefirst.com.

Stay ahead of global loss prevention trends with MarketWatch—your weekly source for essential insights, pushout theft highlights, and industry updates. Register Today

About Gatekeeper

Gatekeeper Systems' expanded product suite of intelligent cart solutions offers solutions for EVERY retailer's needs to minimize merchandise loss, reduce asset and labor expenditures. Gatekeeper's loss prevention and cart containment solutions utilize patented locking technology to put an end to cart-based shoplifting, shopping cart loss, and uninformed decision-making. Cart management solutions increase safety and reduce labor costs by maximizing productivity while simultaneously resulting in a positive store image. Intelligent pushout theft prevention solutions stop thieves and their cart full of unpaid merchandise from leaving the store. Customizable technology allows retailers to defend their entire store or just a high loss department based on the store's unique layout. Business Intelligence solutions provide increased visibility for informed decision making. Increase efficiency, optimize fleet size, and perfect the entire customer shopping experience with store and enterprise-level analytics.

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