

Your Business May Be Hit Next

By ALLEN SPEARS

RUGGED CCTV

Crime can hit your business in many different ways, and can cost you thousands in losses, deductibles and increases in coverage premiums. But crime can also impact your revenue, and in some cases, to such an extent that it could even cause your business to fail.

In fact, a study by the U.S. Chamber of Commerce reports that as many as 30% of small business failures are the result of crime (U.S. Chamber of Commerce, 1995).

The same study concluded that small businesses are even more susceptible to crime. Businesses with less than \$5 Million in annual revenue may be up to 35 times more likely to become a victim of crime than larger businesses.

Crime of all types, like burglary, robbery, vandalism and even employee theft or sabotage, can be devastating to any business. The cost is often felt in terms of money, customers and the safety of your employees. But there are ways to help protect your assets, yourself and your employees.

Physical security is always the first place to start. Good quality deadbolt locks, metal doors, crossbar posts and latches to beef up entry doors, metal grates for vulnerable windows, perimeter lighting and motion detector lights, as well as burglar alarms, glass break sensors and motion detector alarms at all possible entry points, are always part of a good prevention strategy for protecting your business.

Camera systems are also at the forefront of any good prevention plan, and can be a great deterrent as well as identify vehicles, criminals, entry methods and also what property was taken. Without a good quality security camera system, you may never know how the thieves were able to overcome your physical barriers, what vehicles were used and how, as well as quickly identify items that were taken – a process that would normally take days or weeks to discover through the inventory process. A thorough inventory after the fact will not tell you if the items were missing prior to a burglary, taken by an employee before or after the break-in, or if a sale was not recorded properly and your inventory totals are simply incorrect.

There are many more things a camera system can provide clues about. For example, one of our clients noticed when viewing the footage from a break-in, that the thieves, which were not recognizable to the owner, seemed to know exactly which door had the weakest security. There were other doors with less light and were hidden from view better than the door they chose. Then, upon gaining entry, the thieves ran straight to where the highest value items were stored in the warehouse – bypassing items that most thieves would have found attractive. Clearly they had inside knowledge. No customers or contractors had been in the warehouse at any time in the past year, so then the question was: “Did the thieves have help from a current employee, or from a former employee?”. That question was quickly narrowed down to a current employee when the owner realized that the high value items had been moved to a completely different area of the warehouse within the last 6 months, yet it had been more than 2 years since an employee had left or been fired.

Also notable from the clear, sharp video footage; one of the thieves had a limp that seemed to be from a birth defect, one tossed a pair of gloves in the trash, and still another wore a jacket that were only given to employees in a local car dealers' repair shop. All of these clues aided the police in quickly identifying the criminals. In the end, it was discovered that the owners' most trusted employee, his

manager of 22 years, had concocted a scheme with his neighbor to split the proceeds from the robbery.

Clearly, without good, clear video of the event from multiple cameras and angles, this crime would have gone unsolved. The “inside job” aspect would also have gone undetected, and could have led to further events.

Security cameras should be your front line of defense to help protect your assets and your business.

Call Rugged CCTV today and our Engineers will help you design a system that is both affordable and indispensable.