



SIA
RETAIL SECURITY
ADVISORY BOARD

KEY TAKEAWAYS

AI Hype vs. Reality in Retail Security

What actually works today,
and how can it benefit your stores?



Artificial intelligence is no longer an emerging concept in retail security—it is already helping retailers reduce shrink, improve operational visibility and safeness, enhance customer experiences and make better informed decisions. The most successful deployments, however, are not necessarily the most advanced—they are the ones aligned to clear business objectives and supported by strong operational processes.

Retailers evaluating AI solutions should be focused less on marketing claims and more on measurable outcomes. The most valuable question is not “What is the latest AI can do?” but rather “What problem does it solve?” or “How will we measure success?”

The future of retail security will increasingly be shaped by intelligent systems capable of delivering greater visibility, faster response times and actionable insights. Organizations that approach AI with realistic expectations, clear objectives and a commitment to continuous

improvement will be in the best possible position to capitalize from the benefits.

The most valuable question is not “What is the latest AI can do?” but rather “What problem does it solve?” or “How will we measure success?”

The question is no longer whether to utilize AI—it is “How can I learn to leverage it responsibly, effectively and in ways that create the most value for my organization?”

Key Takeaways for Retail Leadership

Focus on business outcomes, not AI features. The most successful AI deployments are the ones that solve a specific operational or loss prevention challenge.

AI should help augment teams, not replace them. Human judgment and verification are a critical step for investigations and response to an event.

Competitive advantage comes from execution, not just adoption. Simply deploying AI or a new analytic does not create value. Organizations that align that technology with people, processes and clear objectives will always see the greatest return on investment.



DOWNLOAD THE
FULL GUIDE



Key Takeaways for Integrators



Become a strategic advisor, not just a technology provider or reseller. Help retailers identify the right use cases for AI by understanding their operational goals, challenges and existing workflows.



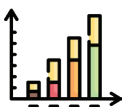
The greatest benefits come from connecting AI with video management systems, POS, smart LED or lighting, access control and other business systems. AI is not a standalone solution.



Camera placement, quality, infrastructure and user adoption all influence the success of any new system. A successful deployment requires planning, ongoing maintenance and adjustments and continued customer education.



Key Takeaways for Suppliers



Be transparent about capabilities, expectations and limitations. Nothing can ruin a new project faster than disappointing outcomes from exaggerated capabilities.



Demonstrate measurable business value. Retailers are investing in outcome, not technology on its own. Show how your solution improves operations, reduces shrink, enhances employee and customer safety and increases efficiency with existing staff.

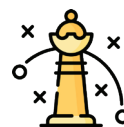


Prioritize an integrated system. Solutions that integrate with existing store technology have a much higher adoption rate than standalone solutions.

Key Takeaways for Corporate Stakeholders



Help educate, not just advocate. You know what the problems your store and management are facing more than anyone. Educate people on how a new integrated solution can make a positive impact on that specific problem.



Crawl, walk, run. Start slowly, even after success at one location. Make sure you can work out the kinks, hiccups or any other small issues before rolling out to more locations.



Lead the conversation with facts, not hype. Unfortunately, there is no miracle solution. Your store is unique, even if the problems you're facing are not. It's important to stick to facts on what this new solution can tackle, and your expectations if it's implemented.