



Understanding the Different ORC Solutions for California Retailers

Organized retail crime (ORC) costs California businesses billions of dollars each year. In **2024** alone, losses hit **\$7.8 billion**. The National Retail Federation's (NRF) Impact of Retail Theft and Violence report found that ORC is the top security threat for retail operators in the U.S, with California consistently mentioned as one of the most affected states.

\$7.8 Billion


IN LOSSES HIT IN 2024

Unlike opportunistic shoplifting, organized retail crime is usually carried out by criminal networks or groups that plan their operations ahead of time and assign specific roles to certain members. The FBI defines organized retail theft as large-scale theft of retail merchandise, stolen with the intent to resell the items for financial gain.

Solution	Best For	Key Capabilities
 <p>Solar Surveillance Trailers</p>	<p>Parking lots and external perimeters</p>	<ul style="list-style-type: none"> • Solar-powered • Rapid deployment • Can be repositioned if security needs change • PTZ (Pan-Tilt-Zoom) capability • Near-360° visibility • Available to rent for time-sensitive or multi-site deployments
 <p>Pole Cameras</p>	<p>Wide retail areas needing elevated coverage</p>	<ul style="list-style-type: none"> • PTZ capability • Near-360° visibility from a single mounting point • Ideal for hard-to-reach locations and narrow areas • Available to rent

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Solution	Best For	Key Capabilities
 <p>Smart Detection Systems</p>	<p>Restricted zones and after-hours perimeter monitoring</p>	<ul style="list-style-type: none"> • Fully integratable add-ons and compatible with our Surveillance Trailers and Pole Cameras • Intrusion detection with automated alerts when someone enters a defined area • Less manual monitoring required • In-built AI-video analytics • Better response times
 <p>Live Video Monitoring</p>	<p>Any site needing 24/7, real-time visibility</p>	<ul style="list-style-type: none"> • Included in our services alongside any surveillance solution • Trained operators verify alerts and intervene using integrated live audio voice-down capabilities • AI analytics reduce false alarms and improve detection accuracy • Professional operators contact law enforcement if and when needed • 24/7 real-time prevention
 <p>Cloud-Based Consolidation</p>	<p>Multi-site retail operators and property managers</p>	<ul style="list-style-type: none"> • Consolidated surveillance data and analytics into a single platform • Generates automated reports for better compliance • Remote access • Enhancement to all WCCTV products • No software to install and no IT restrictions • Accessible from any device