

The Business Value of Solink

Feedback from 150 organizations like yours



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Introduction

We don't envy today's security & loss prevention leaders. You're juggling growing security threats, rising IT costs, and the constant pressure to move faster – all while managing outdated systems that demand too much manual work for too little insight.

Solink offers a smarter way forward. Our cloud-based platform offers a fast and cost-effective way to modernize your physical security and operations without having to overhaul your existing cameras and infrastructure.

To help you evaluate what the real-world impact of Solink may look like for your business, we partnered with a third-party research firm from December 2024 – January 2025 to collect data from 150 leaders who are making decisions about deploying cloud video security. This report is a no-fluff, data-backed proof of how we make life better for our customers everyday.

Ready to see what life could be like with Solink?



Key takeaways

- ▶ **Retailers are reducing avoidable losses** by reducing in-person audits by 64%, minimizing IT maintenance time by 59%, and improving emergency response by 32%, freeing up time and budget for higher-priority initiatives.
- ▶ **Leaders are prioritizing systems that integrate across departments**, like compliance management, loss prevention, physical security, operations, and cybersecurity.
- ▶ **68% of survey respondents have moved off legacy security platforms**, seeking more flexibility and speed that cloud solutions offer.

Let's jump right in: How much does the average Solink customer save?

Average savings reported by Solink customers in the January 2025 survey

Amount saved by reducing false alarms



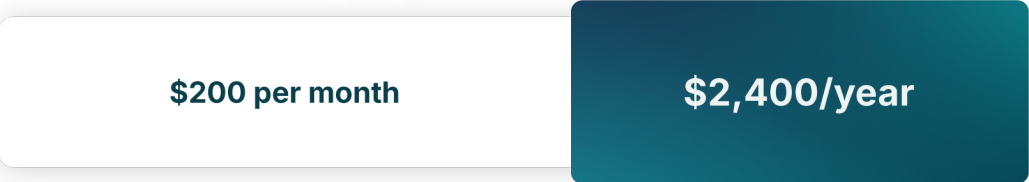
Amount saved with faster emergency response



Amount saved in IT maintenance



Amount saved by eliminating unnecessary travel



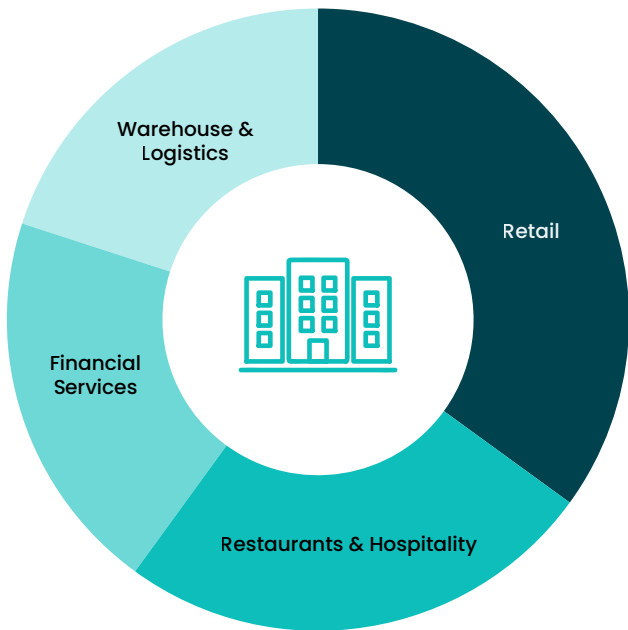
Amount saved through theft reduction and faster investigations



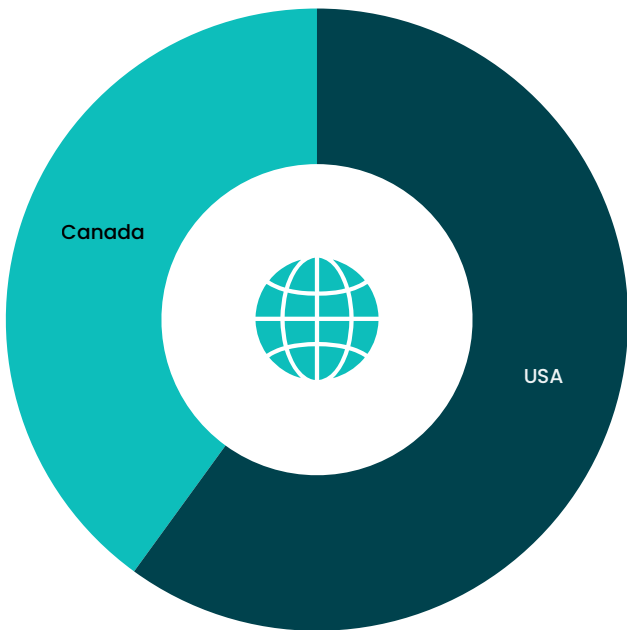
Study demographics

To understand what organizations really need from a cloud video security partner, we surveyed 150 decision-makers who have both evaluated multiple options and successfully deployed a cloud-based system. Their feedback highlights exactly why solutions like Solink are winning over businesses looking for better security, more flexibility, and lower complexity.

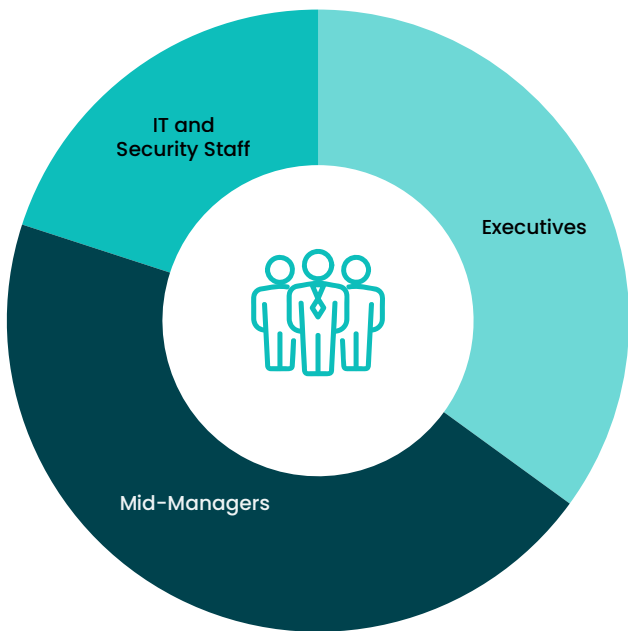
Industry breakdown



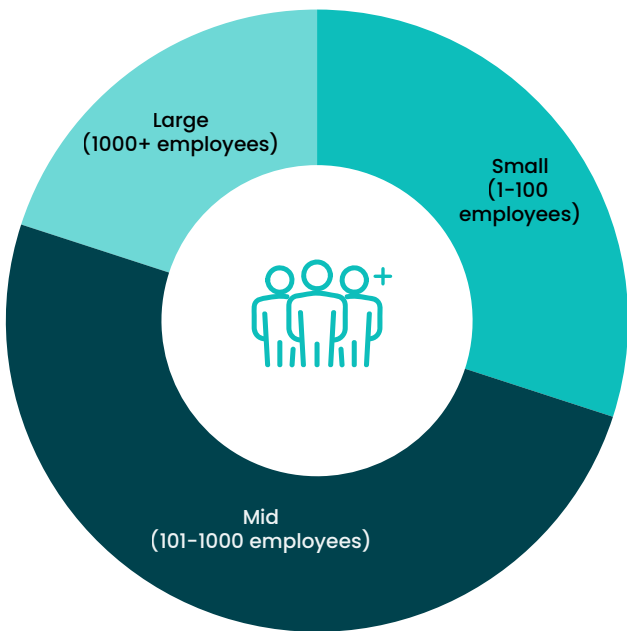
Geographic breakdown



Seniority breakdown



Business size



How well do businesses know cloud video security?

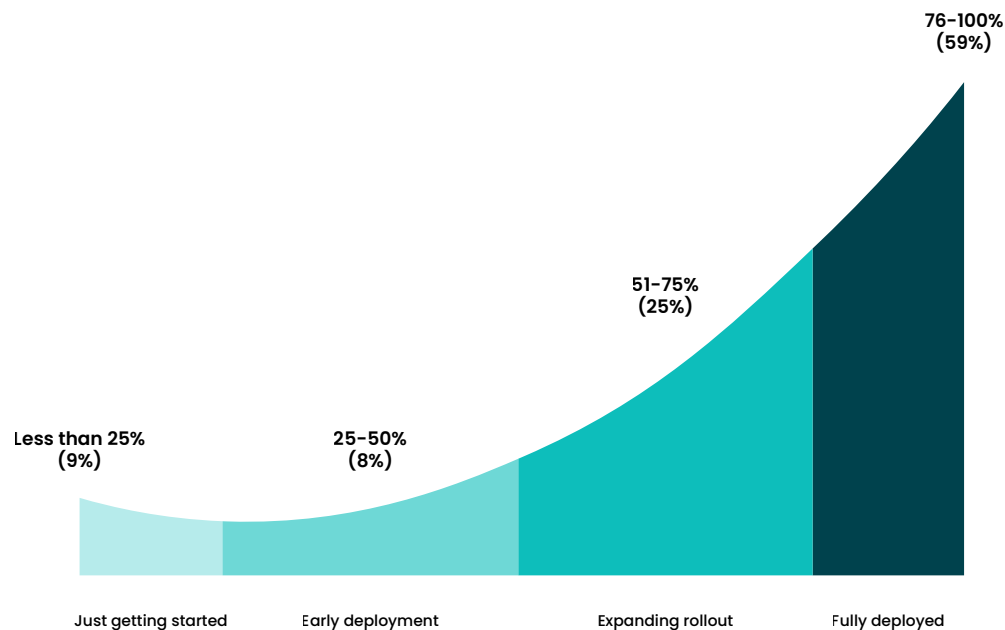
Cloud video security is no longer a fringe investment — it's quickly becoming the standard. Businesses across industries and sizes are not just experimenting with it. Many are rolling it out across all locations as a core part of their operations.

Every respondent in the study had experience with cloud video security, which speaks to how deeply embedded the technology is becoming in day-to-day operations. And it's not just for tech-forward businesses — **68% have actively switched from another platform**, moving away from older systems that no longer meet their needs. Businesses of all sizes and styles are actively in the transition to modern, open systems that prepare their security systems for the future.

The rollout of cloud video security is well underway for most organizations:

- ▶ **59% have cloud video security at more than 75% of their locations**, showing it's not just a pilot program — it's the backbone of their operations.
- ▶ **28% have rolled it out to between 50–75% of locations**, which means they're in the thick of their transition.
- ▶ **Only 13% are still early in adoption**, using cloud video security in less than half of their locations — but they're on the path to complete digital transformation.

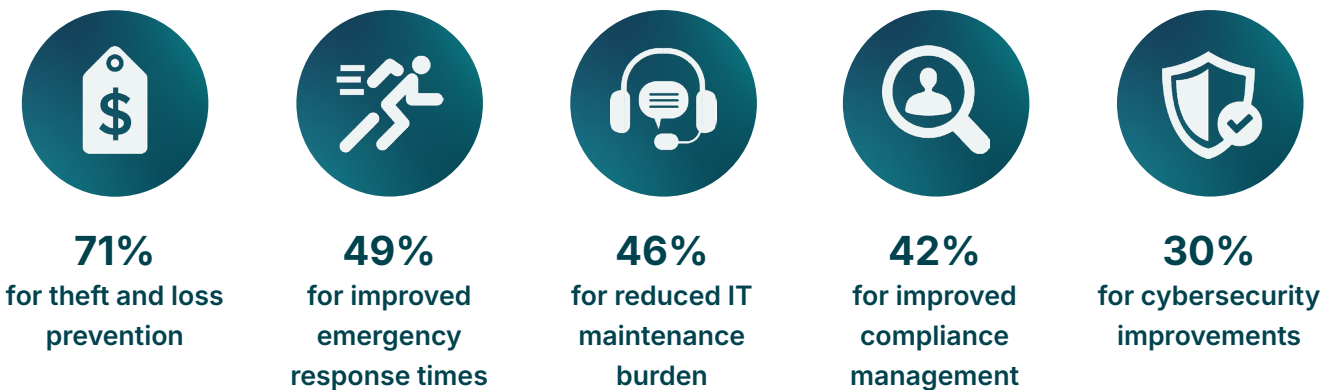
Cloud Video Security Deployment Across Locations



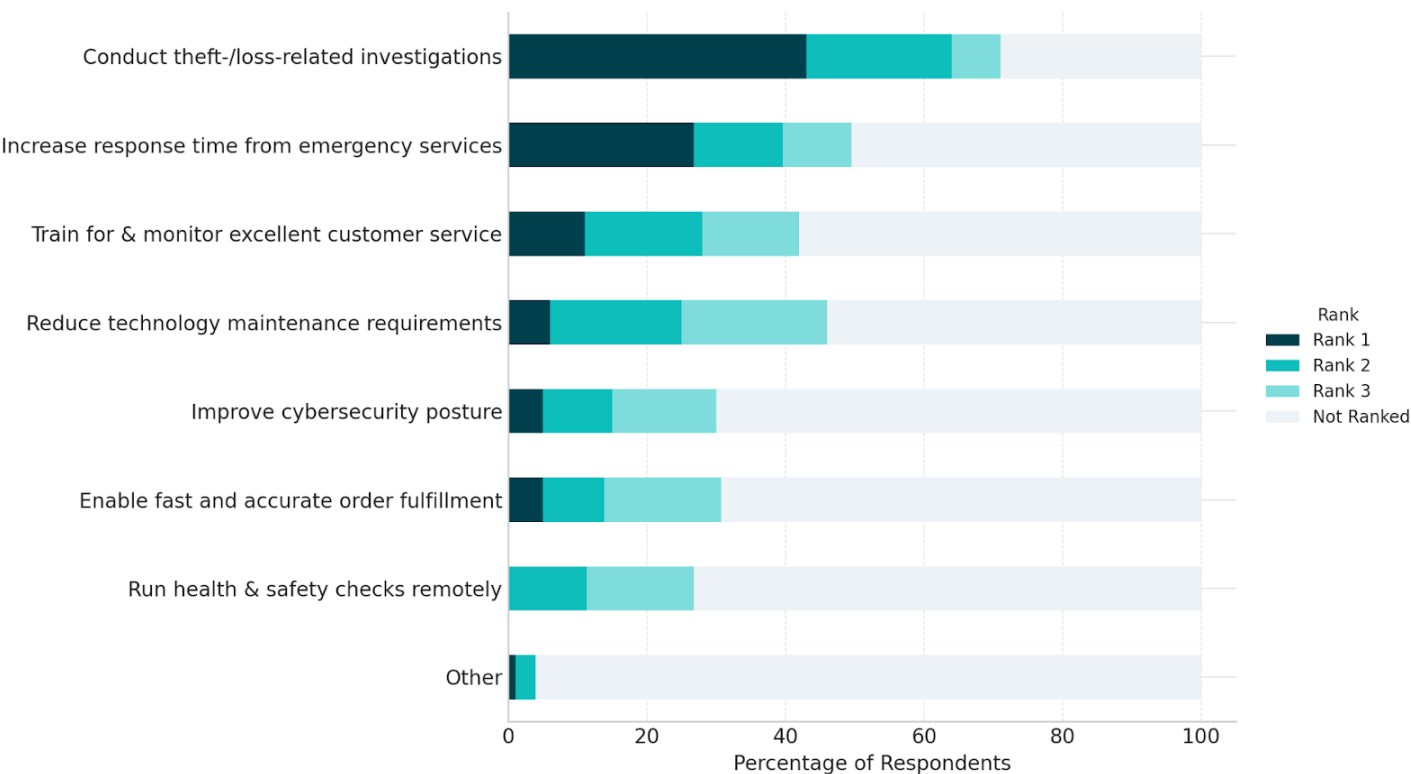
Bottom line: cloud video security isn't an edge case anymore. For the majority of businesses, it's already core to how they operate and protect their people, property, and data.

Why are leaders demanding more cloud video security?

The top reasons businesses chose a cloud-based video security system



Top Reasons for Adopting Cloud Video Security



Use cases by industry

Different industries are leaning into cloud-based video security for reasons that reflect their day-to-day priorities.

In **retail**, businesses use cloud video security to monitor high-risk areas like checkout counters, stockrooms, and self-checkout lanes. 68% pair it with POS tracking to detect transaction anomalies, flag internal theft, and resolve customer disputes. It also helps identify bottlenecks and optimize staff coverage during busy hours.

In **restaurants**, 83% of businesses have implemented cloud video security to support operational visibility and accountability. Operators rely on it to ensure safety protocols are followed, monitor how cash is handled, and oversee team performance during peak hours. It's also commonly used to verify order accuracy, improve kitchen flow, and maintain consistency across multiple locations.

For **financial services**, compliance and risk management are top of mind. 72% use cloud-based video to meet video retention and audit requirements, and nearly half (49%) layer in AI analytics to detect unusual behavior or transaction patterns before they become serious threats.

In **warehousing and logistics**, the focus is on visibility and accountability. 80% of businesses use cloud video security to keep eyes on inventory, loading docks, and internal movement. 60% use automated alerts to flag unauthorized access and reduce shrink.

Unlocking measurable business value

Average savings reported by Solink customers in the January 2025 survey

- **\$300/month saved by reducing false alarms**
→ \$3,600/year
- **\$200–\$300/month saved with faster emergency response**
→ \$2500–\$3500/year
- **\$200/month saved in IT maintenance**
→ \$2,000–\$3,000/year
- **\$200/month saved by eliminating unnecessary travel**
→ \$2,400/year
- **\$700+/month saved through theft reduction and faster investigations**
→ \$8,000+/year

Total ROI: Solink saves businesses **\$1,500+ per month (~\$18,000+ per year)**

The takeaway: cloud video security is more than just a replacement for older systems. It's being used as a **day-to-day tool to solve specific operational and compliance challenges** — and the value goes well beyond just capturing footage.

The need for centralized security management

Most businesses today operate across multiple locations, which makes security oversight more complex. Traditional systems rely on local hardware, on-site access, and frequent IT involvement — none of which scales easily. That leads to unnecessary labor costs, maintenance delays, and avoidable security gaps.

With cloud-based systems, teams can manage security centrally — checking cameras, responding to alerts, and analyzing incidents without being on-site. That means fewer hours wasted on maintenance and more time focused on improving outcomes.

Making loss prevention more actionable

Loss prevention teams are under pressure to get more out of the people and tools they already have on the ground. In high-theft environments like retail and QSR, cloud video security helps teams not only respond to incidents, but also prevent them. When video is connected with POS data, teams can spot patterns faster. They can:

- ▶ Catch internal theft by matching POS data with no-customer refunds or suspicious voids
- ▶ Monitor traffic patterns from high-theft aisles or after-hours activity
- ▶ Use footage to coach staff and improve floor operations in real time
- ▶ Spot safety or compliance violations like spills in aisles or improper food handling

Improving profitability and operational flexibility

Retailers and restaurants continue to face thin margins. Costs for labor, goods, and services are still high, and unpredictable foot traffic makes it hard to staff efficiently. Cloud-based security systems help these businesses improve profitability by:

- ▶ Eliminating expensive hardware maintenance
- ▶ Decreasing reliance on in-person security staffing
- ▶ Providing actionable data to prevent theft and fraud
- ▶ Improving customer experience
- ▶ Optimizing staffing for peak periods

Security and operational benefits

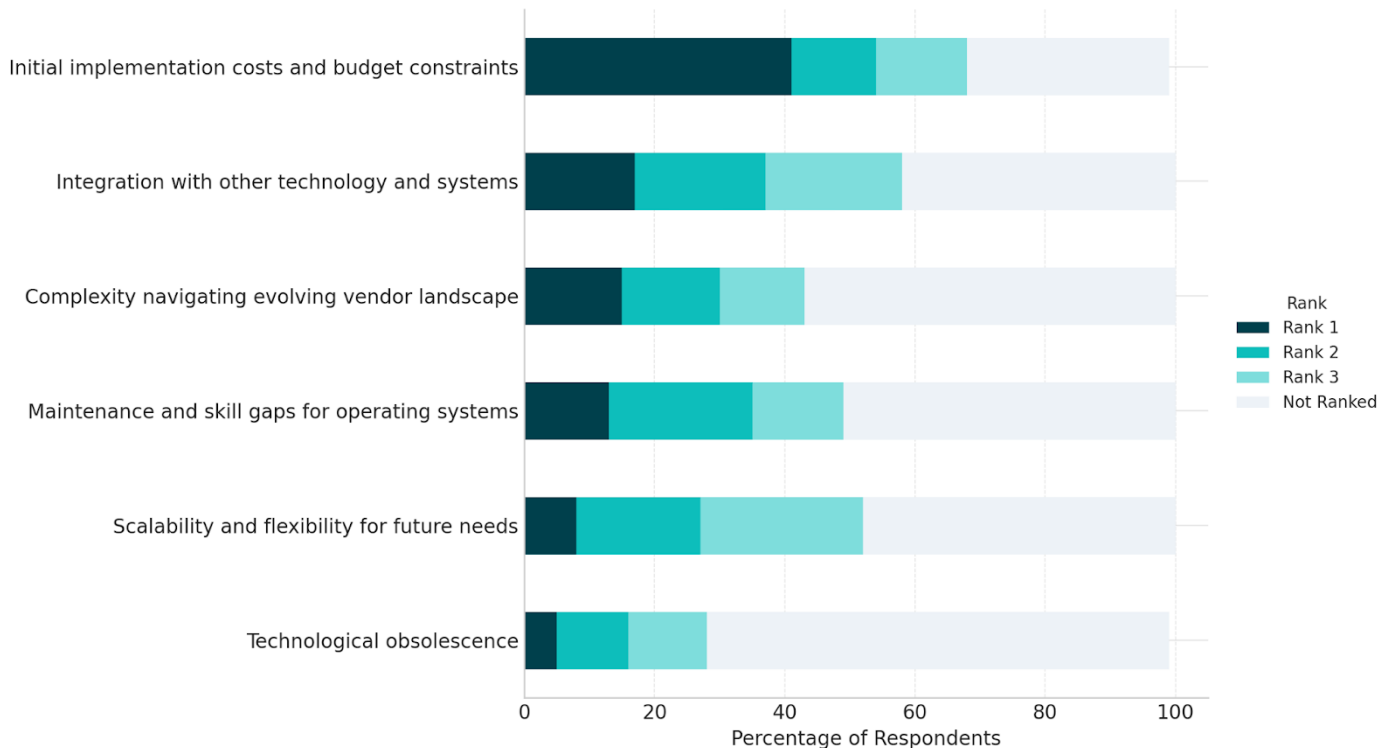
Average savings reported by Solink customers in the January 2025 survey

- ▶ **46% less IT maintenance**
→ Reduced workload, lower labor costs
- ▶ **64% fewer security system downtimes**
→ Improved reliability
- ▶ **90% reduction in Mean Time to Repair (MTTR)**
→ Faster issue resolution
- ▶ **51% decrease in loss/theft-related incidents**
→ Lower shrinkage
- ▶ **64% reduction in investigation time**
→ Increased efficiency
- ▶ **62% fewer in-person trips**
→ Lower travel costs, remote management
- ▶ **50% reduction in false alarms**
→ Fewer disruptions, lower costs
- ▶ **32% faster emergency response**
→ Increased safety, minimized losses

What is potentially holding organizations back from full deployment?

This chart highlights the top challenges businesses face when implementing cloud video security solutions. High upfront costs, tricky tech integrations, and navigating a crowded vendor market came out on top as the biggest challenges leaders are trying to solve.

Top Challenges in Implementing Cloud Video Security



Who switches to Solink?

- ▶ **68% of Solink customers switched from another security platform**
- ▶ **Most common previous platforms:** Genetec (19%), Avigilon (13%), Verkada (10%)
- ▶ **Primary reason for switching:** Better integration, ease of use, and cost-effectiveness

Core Solink offerings

Solink overview

Video security is still critical for modern businesses — but the way it's delivered and used has changed. Traditional systems are often expensive to maintain, require on-site access, and create headaches for IT and security teams trying to keep up.

Solink takes a different approach. It combines cloud video with real-time data and alerts, helping teams cut through the noise and focus on what matters. Instead of chasing false alarms or struggling with outdated DVRs, teams get instant access to the footage and operational insights they need — from anywhere.

It's not just about surveillance anymore. It's about helping teams move faster, make smarter decisions, and stay ahead of problems before they escalate.

Cloud video management system (VMS)

Solink's Cloud VMS provides centralized video storage, access, and management, eliminating the need for on-premise hardware. This solution is ideal for businesses with multiple locations that require remote access to live and recorded footage. Users can monitor security footage from any device, enabling faster incident resolution and streamlined oversight.

- **Who benefits most?** Retailers, restaurants, and logistics providers managing multiple sites, security teams seeking real-time access, and businesses looking to reduce IT maintenance burdens.

Data analytics and business intelligence

Solink integrates video footage with operational data to provide actionable insights. Businesses use this feature to identify theft patterns, monitor employee productivity, and improve operational efficiency. Advanced search capabilities allow users to pinpoint incidents quickly by linking transactions to video footage.

- **Who benefits most?** Loss prevention teams in retail, restaurant managers tracking employee performance, and financial institutions monitoring fraud.

Video alarms and real-time threat detection

Solink's Video Alarm system provides intelligent, event-based monitoring to notify business owners when threats are on or near their property. Unlike traditional alarms, which trigger based on motion sensors alone, Solink verifies incidents using AI and video evidence before escalating alerts. This significantly reduces false alarms, saving businesses money on unnecessary emergency responses and improving reaction times for actual threats.

- **Who benefits most?** Businesses with frequent false alarms, high-security risk locations, and organizations looking to optimize emergency response times.

Solink AI

Solink AI is a set of AI-powered features within the Solink platform that turns standard security cameras into a window into daily operations. Business owners use it to analyze and interpret key moments in their video feeds to uncover insights that inform smarter decisions.

- **Who benefits most?** Organizations handling high volumes of security footage, businesses in select U.S. states that must blur video footage to comply with privacy regulations, as well as retail stores using AI-generated reports to analyze shopper behavior and optimize in-store conversion rates.

Why leaders are making the switch

1. Lower Total Cost of Ownership

"Cost, customer service, and ease of implementation. Other vendors were either more expensive or did not provide the quality of service I expected."

– IT Director, National Restaurant Chain

"The reduction in false alarms alone has saved us thousands of dollars in unnecessary dispatch fees."

– Security Director, Large Grocery Chain

"We switched from Genetec to Solink due to the lower total cost of ownership and easier system management."

– VP of IT, National Retail Chain

2. Unmatched ease of use

"User-friendly interface—our whole team can use it easily."

– Loss Prevention Manager, Large Retailer

"Our team needed a solution that worked across multiple locations and was easy to use for non-technical staff—Solink fit that need perfectly."

– Security Manager, Multi-Unit Retailer

"I can find any security footage within seconds, which used to take hours with our previous system."

– Compliance Officer, Financial Institution

"The mobile access makes it easy for me to monitor all my locations without needing to be on-site."

– Regional Manager, Fast Food Franchise

"Being able to review and share footage remotely has improved our ability to respond to incidents in real time."

– Loss Prevention Coordinator, Quick-Service Restaurant

3. Enterprise-grade reliability and support

"Solink's cloud storage means I don't have to worry about hardware failures or lost footage."

– IT Administrator, Large Logistics Provider

"Solink replaced our outdated DVR system and provided a much more reliable, scalable solution."

– IT Manager, National Warehouse Chain

"Solink's customer support has been exceptional—they resolved our onboarding questions quickly and effectively."

– Store Owner, Independent Retailer

4. Seamless interoperability and smart insights

"Solink integrates with our POS system seamlessly, allowing us to track transactions and video footage effortlessly."

– Operations Director, Multi-Location Convenience Store

"The dashboard and reporting tools provide insights beyond security—we use them for employee training and operational improvements."

– Director of Operations, Restaurant Group

"We can now proactively detect fraud and theft trends using Solink's analytics."

– Fraud Prevention Manager, Large Financial Institution

"The AI-driven search and motion detection help us pinpoint key events instantly."

– Security Operations Lead, Corporate Office

The ROI of Solink

Enhanced security and incident management

	Without Solink	With Solink	Difference	% Savings
Loss/theft incidents	8.64	4.27	4.37	51%
Hours spent on loss/theft investigations	6.55	2.36	4.19	64%
False alarms	7.32	3.64	3.86	50%

- ▶ **51% decrease in loss/theft-related incidents:** By leveraging intelligent monitoring and data analytics, businesses were able to cut theft-related cases from 8.64 per location per month to 4.27. With the retail industry losing over **\$112 billion annually** to shrinkage, reducing theft by 50% can save businesses **thousands to millions of dollars annually**, depending on store size and risk level.
- ▶ **64% faster loss/theft-related investigations:** Investigation time was reduced from 6.55 hours to 2.36 hours per case, improving operational efficiency and resolution speed. If security and operations teams are spending fewer hours per investigation, at an average labor cost of **\$50 per hour**, this equates to an estimated **\$2,500+ in annual savings per location** in labor costs alone.
- ▶ **False alarm reduction by 50%:** Businesses experienced a drop from 7.32 false alarms per period to 3.64, reducing unnecessary disruptions and resource allocation. With each false alarm costing an average of **\$150 per incident**, this reduction equates to an annual savings of **\$3,600 per location**, preventing unnecessary emergency dispatches and operational interruptions.

Faster emergency response and reduced downtime

	Without Solink	With Solink	Difference	% Savings
Emergency response times (minutes)	27.14	18.57	8.57	32%
Security system downtime incidents	11.09	4	7.09	64%
MTTR after security system outages (hours)	56	5.59	50.41	90%

- ▶ **32% faster emergency response times:** The average response time to security incidents improved from 27.14 minutes to 18.57 minutes. Faster response times reduce property damage and theft losses, potentially preventing **\$5,000 to \$20,000 in additional losses per year** for businesses in high-risk areas.
- ▶ **64% reduction in security system downtime:** Businesses saw an improvement from 11.09 downtime incidents annually to 4.00, ensuring continuous system reliability. With unplanned downtime costing an average of **\$5,600 per minute in lost sales and operational impact**, reducing security system failures can provide **tens of thousands of dollars in annual savings**.
- ▶ **90% reduction in MTTR after security system outages:** Mean Time to Repair was reduced from 56.00 hours to 5.59 hours, minimizing operational disruptions. For a mid-sized retailer, even a **single hour of avoided downtime per year** could equate to \$336,000 in retained revenue. Faster recovery ensures stores remain operational, preventing disruptions that could otherwise lead to lost sales, reduced customer satisfaction, and increased labor costs for emergency repairs.

Total Savings: A single store can **save on the order of \$1,500+ per month** by using Solink, which is about **\$18,000 or more annually** in quantifiable ROI. These savings directly improve the bottom line, often **far exceeding the cost of Solink’s service**, thereby delivering a clear positive return on investment.

*All costs are in USD and estimated based on industry benchmarks in the United States in March 2025.

IT efficiency gains

	Without Solink	With Solink	Difference	% Savings
IT maintenance activities per month	4.18	2.27	1.91	46%
IT maintenance time requirements (hours)	15.41	6.27	9.14	59%

- ▶ **46% fewer IT maintenance activities per month:** IT teams reported a reduction in required maintenance activities from 4.18 to 2.27 per month. Given that IT service calls range from **\$75 to \$150 per hour**, reducing these maintenance needs can result in **\$2,000 to \$5,000 in annual cost savings per store**.
- ▶ **59% decrease in IT maintenance time requirements:** Monthly IT maintenance hours decreased from 15.41 to 6.27, allowing teams to focus on higher-value projects. Given that IT maintenance can cost **\$75 to \$150 per hour**, this reduction equates to estimated annual savings of **\$4,000 to \$10,000 per location** in IT labor costs. Businesses can reallocate these savings toward strategic security improvements, reducing dependency on outsourced IT support and improving operational efficiencies.

Operational Cost Reductions

	Without Solink	With Solink	Difference	% Savings
In-person health and safety checks	2.32	1.5	0.82	35%
In-person trips for security-related work	2.41	0.91	1.5	62%

- ▶ **35% reduction in in-person health and safety checks:** Required physical checks dropped from 2.32 to 1.50 per month. If these checks take an average of **3 hours per visit at a \$40 hourly wage**, businesses save approximately **\$1,500 annually per location**.
- ▶ **62% fewer in-person trips for security-related work:** Businesses reduced unnecessary travel from 2.41 to 0.91 trips per month, lowering costs and improving productivity. With an estimated cost of **\$150 per trip**, organizations can save **\$3,000 or more per year per location** by transitioning to remote security monitoring.

Parting advice for leaning into operational efficiency via cloud video security in 2025

1. Move from reactive to proactive security and operations

A lot of organizations are still stuck in reactive security mode, waiting for something to go wrong before taking action. But in 2025, it's time to flip the script.

Forward-thinking leaders are leaning into proactive monitoring, predictive analytics, and smarter, integrated intelligence. With AI-powered loss prevention tools, security teams can spot theft patterns before they become a bigger problem. And on the operations side, predictive analytics can help fine-tune staffing, inventory placement, and even customer flow to cut down on inefficiencies.

Key focus: Implement **real-time security monitoring and predictive analytics** to detect fraud, theft, and operational bottlenecks before they impact the bottom line.

2. Align security strategy with financial and business goals

Security is no longer just about preventing loss — it must also support **business continuity, operational efficiency, and profitability**. That's why loss prevention teams need to be in sync with finance and operations, making sure security spend actually drives business results. The focus should be on solutions that cut shrink, keep things compliant, and streamline operations — all without getting in the way of the customer experience.

Key focus: Establish **cross-functional collaboration** between loss prevention, IT, finance, and store operations to ensure security investments drive measurable business value.

3. Adapt security policies to an evolving regulatory landscape

Data privacy rules are tightening up fast, and security teams need to stay ahead of the curve. With more U.S. states rolling out new privacy laws, it's a good time to take a hard look at how you're handling things like footage retention, access controls, and compliance processes. On top of that, labor laws around surveillance and employee monitoring are evolving too — which means more transparency and clearer policies around how security is handled in the workplace.

Key focus: Regularly audit security systems and **update policies to meet evolving compliance and privacy requirements**.

4. Minimize operational disruptions through remote monitoring and automation

Businesses need to rethink how they approach security audits in 2025. Constant in-person visits are expensive, slow, and often don't deliver enough value. Remote monitoring and video-based audits offer a smarter way to stay compliant, cut travel costs, and keep a closer eye on what's happening across locations, all without slowing things down.

Key focus: Implement **remote auditing for security and compliance** to reduce the need for physical visits and increase efficiency in store operations.

5. Strengthen emergency preparedness and crisis response

With ORC and in-store violence on the rise, security and operations leaders need to tighten up their emergency response plans. That means having clear protocols in place, the right tools to communicate during a crisis, and real-time visibility into what's happening on the ground. It's about keeping staff safe and reducing the financial hit when incidents occur.

Key focus: Standardize and test crisis response plans, ensuring all employees and stakeholders understand emergency procedures.

6. Invest in AI-driven security automation to support staffing challenges

Businesses already have plenty of tools, people, and data. Now it's about unlocking their full potential.

In 2025, AI and automation aren't about replacing what's there. They're about turning everyday systems and staff into a high-performance engine. Think of it as upgrading the playbook without changing the players: detecting issues faster, responding smarter, and making sharper decisions with the team you've already got on the field.

Key focus: Leverage AI-powered security automation to maximize efficiency and reduce the burden on limited staff resources.

7. Build a culture of security awareness and accountability

A security strategy is only as strong as the people behind it. In 2025, that means putting real focus on training, accountability, and shared ownership across teams. Everyone should understand the role they play — whether it's preventing loss, keeping people safe, or helping things run smoothly day-to-day.

Key focus: Develop comprehensive security training programs that engage employees and reinforce best practices for loss prevention and safety.

Ready to see the ROI for yourself?

Book a demo

Contact us for a [personalized demo](#) and learn how Solink can help you cut costs, boost efficiency, and strengthen your security — **all with the systems you already have.**

Visit Solink at solink.com for more information.