Retail Solutions

Protecting
YOUR PEOPLE | YOUR CUSTOMERS | YOUR ASSETS

How to Maximize Your Retail Security for Multiple Locations

When you're responsible for retail security across multiple locations, you can't afford not to choose DMP as your security partner! In this white paper, we'll highlight DMP's Virtual Keypad™ and how it can significantly benefit your loss prevention initiatives.

What is Virtual Keypad?

Like the keypads used to control each of your store's security systems, Virtual Keypad does the same but with a single web-serviced application that's available to use on a laptop, tablet or smartphone. All from one screen, the Virtual Keypad app and the website, VirtualKeypad.com, give you the flexibility to remotely manage your DMP security systems across all of your stores.

Who Uses VirtualKeypad.com?

To best serve retail customers, DMP continues to expand with security solutions that are designed with retail-specific features — we'll highlight a few of those later in this white paper. As your "administrative portal," VirtualKeypad.com makes it easy to manage those features. In fact, from an internet-connected computer or tablet, you have all the information you need to effectively manage all aspects of security across all of your retail locations, simply by choosing the desired system from a drop-down list.

For instance with VirtualKeypad.com:

- **Security Administrators** have the ability to easily manage authority levels of regional directors, Loss Prevention and Facilities staff.

- **Regional Directors** can easily manage user codes for staff and real-time notifications of alarms, including "Late to Open" and "Early to Close" events.

- **Loss Prevention Staff** can receive weekly scheduled reports of event activity.

- **Facilities Staff** have the ability to quickly manage environmental controls such as lighting, refrigeration, HVAC, water detection and more for multiple stores.

Each of your managers can also be set up in Virtual Keypad and use the app to control their individual stores' electronic security, including intrusion alarms, system users, notifications, reports and more. Whether you want to allow your store managers or members of your regional staff to be in control, or you want to control everything from your Security Operations Center or main office, Virtual Keypad can meet your needs.

For example, you can use VirtualKeypad.com to remotely arm and disarm multiple systems — even program all of those systems on a schedule. Consequently, every workday when each of your retail locations opens, the system will automatically disarm and the electronic locks at the entrances will unlock. Keep in mind, if you need to adjust business hours due to bad weather or another unexpected situation, with Virtual Keypad's Schedule Override, you can easily keep the system armed and those doors from unlocking until authorized personnel arrives.

Convenience without compromising security

Employee turnover and the ease of "copying" keys make traditional lock and key a long-term hassle and threat to your retail business. Virtual Keypad gives you a safer solution. By giving employees the electronic access they need, you're minimizing the number of employees who have keys and unsupervised access to stores or access to inventory or restricted offices.

Furthermore, if an employee leaves, there's no need to retrieve keys or spend the money to re-key your locks. With Virtual Keypad, you can easily delete that individual's access privileges in real time. Even if you have multiple locations, you have the convenience of adding or deleting system users or changing their access rights.

How does Virtual Keypad make your job easier?

Rather than calling your alarm company for service, Virtual Keypad gives you the freedom to make these and other changes in real-time whenever you need to. That's more than convenient — that's peace of mind, particularly with notifications relative to security or environmental updates.

- Temperature Alerts - Even when your system is disarmed, DMP's 1115 Wireless Temperature Sensor and Flood Detector give you 24/7 supervision and alert you of unusual or extreme temperature fluctuations with refrigeration or freezers. Placed in kitchens and bathrooms, this wireless device can also detect water leaks. Rather than walking into work the next day to face a costly mess, Virtual Keypad keeps you informed so you can take quick action, if necessary.

- Chime alerts when doors are opened – Chimes with different tones make it easy to quickly distinguish where a zone is opened. For instance, if the back door should only be used for deliveries and otherwise locked, managers on-site can be alerted any time that door opens by a specific chime at a keypad mounted in their offices. The applications are endless.

- Real-time Analytics - Virtual Keypad also allows you to easily monitor employee and business activity. For instance, Virtual Keypad can notify you any time your retail location has not disarmed its security system within a selected number of minutes prior to the scheduled opening time. Likewise, if the alarm system arms within a selected number of minutes prior to the scheduled closing time, an "Early to Close" message is automatically sent. This feature puts an enhanced management supervision tool in the palm of your hand and the ability to run reports for analysis and evaluation at no extra charge.

- Traffic Count - During business hours when the stores' systems are disarmed, DMP's Traffic Count feature allows you to monitor how many times a door is opened or track how often a motion detector senses traffic in a specific department or area of the store. This allows you to analyze sales effectiveness, gauge the value of advertising and promotions, predict staffing levels and much more. There's no need to invest in a dedicated traffic count system — at the close of business when your system is armed, the results are pushed to you or a manager's Virtual Keypad app so you can easily review results.

You can't afford not to replace your existing security systems with DMP's

Legacy alarm systems — even wireless — are easily upgraded with DMP, giving you greater reliability with uncomplicated operations. Choosing DMP offers many advantages. Namely:

IP communications - The ability to monitor alarm signals and manage your stores' security over the internet eliminates the need for costly phone lines. Data transmission is secure, extremely fast and fully supervised. DMP offers all of this value at a significant cost savings over traditional dial-up or dedicated line communication.

DMP Two-Way Wireless gets the job done faster with less effort - Wireless systems speed up installations and reduce service calls. But compared to 300-433 MHz wireless systems, DMP's 905-924 MHz wireless alarm systems have considerably more range, enabling them to easily achieve the coverage requirements of most commercial installations. Additionally, because DMP wireless employs Two-Way, spread-spectrum frequency-hopping technology, your system ensures greater reliability, protection from jamming and longer battery life for lower maintenance costs. Clearly, a DMP Two-Way Wireless alarm system is the right choice for companies that want the most reliable system that is easy to maintain.

Backward and Forward Compatibility – The key to successfully managing evolving technology is selecting a system that maintains solid backward and forward compatibility. When you choose DMP, our systems and devices allow seamless integration of additional equipment and features as your business grows or your needs change.

Three-year factory warranty - How a company handles warranty issues is a major part of its customers' experience. We get that — and because we appreciate your business, we back the quality of the products we manufacture with a three-year factory warranty — across the security industry, that's not something you'll find very often.

We protect your people, your customers and your assets

Let's work together to reduce your risk, protect your business and build a new model for security solutions within your business. With today's technology and the administrative features of VirtualKeypad.com, we can help you prepare for tomorrow's changes.

With quality you can trust and the convenience you need, DMP is ready to serve your retail security needs. For more information, please contact Jim Hawthorne, Director of Retail Solutions.

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