

Virtual security guards take over global protection program for luxury retailer

The challenge

- 01** Expanding internationally left the brand with disjointed security systems.
- 02** High-value inventory made them a target for theft.
- 03** Multiple vendors created “compliance blind spots” and operational complexity.
- 04** Lacked an internal asset protection team to manage security programs.

What it was costing them

- ✗ Traditional alarms triggered police dispatch for non-threats (e.g., falling mannequins).
- ✗ Non-security employees had to spend hours manually scrubbing and downloading footage for investigations.
- ✗ Lack of real-time support meant “major” thefts couldn’t be addressed quickly.

How they solved it

- ✓ Solink stepped in as their virtual security arm, handling the monitoring and verification workload so internal staff don’t have to.
- ✓ Converted existing cameras into alarms, allowing AI agents to visually verify threats before calling police automatically.
- ✓ Centralized all global video into one dashboard, allowing their team to manage security without needing specialized LP training.

The impact

No LP team needed

Solink manages the program entirely, allowing the brand to scale internationally without hiring a dedicated asset protection force.

False alarms eliminated

Visual verification ensures police are only dispatched for genuine threats, stopping fines and wasted resources.

Investigation speed

Evidence retrieval time dropped from hours to minutes, allowing staff to instantly share proof of loss with police.