SOLINK®

CSO guide to modernizing your GSOC with cloud AI

How cloud AI helps plug the $1 trillion physical security gap

The Challenge:

Security risks are rising. Budgets aren't.

Global commercial and enterprise companies lose a combined $1 trillion in revenue annually due to physical security incidents. Yet many security teams operate with flat budgets and fewer resources. The result is mounting pressure to protect more people, places, and profits, with less.

In fact, delayed investigations are stretching teams thin. IDC found organizations experience an average of 40 actionable incidents per week, but only a quarter (27%) think they are coping comfortably with this workload, and a third (33%) describe themselves as "struggling" or "constantly firefighting."

Legacy systems simply can't keep up. Outdated cameras, manual reviews, and siloed platforms mean teams only act after losses occur, when it's too late to prevent them. The consequence? Financial loss, compliance risk, and operational inefficiency.

Today's physical security leaders must do more than guard assets, they must prove measurable ROI. Security can no longer be viewed as a cost center, it's a data-driven business function. That means shifting from reactive to proactive protection through AI and cloud-based intelligence.

The four critical challenges you can't ignore

Workplace violence

Incidents of aggression toward staff are surging, endangering employees and damaging morale. The latest data from the Bureau of Labor statistics show 57,610 non-fatal cases of workplace violence annually requiring days away from work, job restriction or transfer, and 524 fatal injuries due to homicides.

Safety hazards

Injuries from falls or unsafe behavior drive higher insurance premiums and legal exposure. In fact, $171 billion is the annual cost of workplace injuries for US businesses (National Safety Council).

Compliance failures

Manual documentation is time-consuming and error-prone, increasing fines and reputational risk. The average cost for organizations that experience non-compliance is $14.82 million (Ponemon Institute).

Theft and shrink

US retailers alone lose $112 billion each year (National Retail Federation). Most theft is discovered after the fact, limiting recovery and fueling ongoing losses.

Without unified data and AI-powered detection, these risks go unseen, and unchecked.

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> World Security Report

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>
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The Solution:

Cloud AI is the future of physical security

CSOs that rely on legacy systems struggle to stay ahead of today's risks because their technology is reactive, fragmented, and manual. Cloud AI changes that, turning security from a cost center into a strategic advantage.

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92% of institutional investors surveyed said physical security should be a higher strategic priority for businesses.

— World Security Report
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Here's how to modernize your GSOC in five steps:

Step 1: Real-time threat detection and verification
Use AI to continuously analyze video, access, and operational data across systems to detect anomalies before they escalate, whether it's loitering near a restricted area or after-hours activity. AI-verified alerts cut through false positives so your team focuses only on credible threats, responding in seconds instead of hours.

Step 2: Unify your data
Gain a full vantage point of your business, and bridge the physical and digital world, by unifying your data in one easy-to-use and actionable platform. By integrating your video security, POS, access control and alarms into one solution, you'll streamline investigations, eliminate manual cross-checks, and give every stakeholder - from security to operations - clear visibility into emerging risks and performance trends.

Step 3: Drive business context
Integrating all technologies in one system unlocks the "why" behind every event. Cloud AI links video evidence with operational data to surface actionable insights - like flagging refund fraud when no employee is at the register or spotting blocked exits in real time for compliance documentation.

Step 4: Gain actionable insights and measurable ROI
Security should protect profits, not just people. Cloud AI reduces false alarms, lowers investigation time, and uncovers inefficiencies across locations. The result is measurable ROI through lower operating costs, stronger compliance, and fewer losses, all without adding headcount.

Step 5: Secure at scale with customizable AI agents
AI transforms existing cameras into intelligent tools for loss prevention, safety, and operational insight. Customizable AI agents are able to adapt to your sites, risk profiles, and workflows, scaling protection and visibility enterprise-wide.

Look for a solution that helps you achieve all of the steps outlined, while still maintaining 99.9% uptime, 24/7 support, and that doesn't require you to rip-and-replace (i.e., works with what you have) your existing system. That's right, with the right solution you can access all of these benefits without replacing what you currently have.

When your business embraces cloud AI, you don't just upgrade your physical security, you transform your entire approach to risk and ROI. The results? Faster responses, fewer missed incidents, stronger compliance, and actionable insights that drive both profitability and operational efficiency.

About Solink

Most businesses are sitting on a goldmine of untapped video data, lacking the tools to extract value and ROI. Meanwhile, outdated, reactive security systems keep video siloed and underutilized. But AI is transforming cameras into powerful business sensors that can provide far more insights than just security.

Solink's AI-driven video intelligence platform transforms security operations by automatically detecting, verifying, and prioritizing real threats, so your team can focus on what truly matters - response.

Solink eliminates false alarms, stops real threats faster, and scales your security operation, without adding headcount. The shift from traditional video security to vision intelligence is happening now. Let's turn your video and data into a competitive advantage.

Book a demo today