



AI-powered video security helps Costa Rican retailer with loss prevention

Avigilon Unity & Almacenes El Rey case study



Almacenes El Rey is a rapidly expanding department store with 18 locations throughout Costa Rica, serving over one million customers each year.

To maintain a safe and enjoyable experience for its customers, Almacenes El Rey's security teams needed to effectively deter potential threats and promptly investigate any incidents that arose. As the business grew, the retailer's video security operation required a digital transformation to keep pace with its expansion and ensure the protection of both people and assets.

Customer Profile

Almacenes El Rey, Costa Rica

Industry

Retail

Solutions



Avigilon Unity Video VMS

Avigilon dome cameras

Avigilon bullet cameras



Avigilon dual head cameras

Avigilon fisheye cameras

Avigilon multisensor cameras

Avigilon PTZ cameras



AI-powered video analytics



Avigilon network video recorders



Avigilon Unity Cloud Services

Benefits

- The Unity Video solution has helped the retailer reduce organized retail crime, resulting in an 18% decrease in fraud incidents.
- Staff safety has improved by installing Avigilon cameras at cash registers, aisles and near entrances and exits.
- Avigilon cameras allow management to monitor water levels in stores near rivers. This helps them assess flood risks during heavy rainfall and proactively safeguard staff and customers.



Challenges

Analog video security

Almacenes El Rey began to see limitations arise with its analog-based video security system as its business expanded. Lacking capabilities provided by a modern video solution, normal day-to-day operations were becoming challenging.

The retailer's outdated analog cameras lacked the technology to detect potential threats, requiring security operators to manually view live video feeds throughout their shifts. This reliance on constant human observation created a high risk of operator burnout and a greater chance that critical incidents could go unnoticed due to human error.

To mitigate these issues, the retailer decided to implement a new video security solution better equipped to handle the demands of modern-day security challenges and enhance overall safety.

Organized retail crime

A common challenge for many retailers, including Almacenes El Rey, is the increase in organized retail crime (ORC). Security teams began facing this challenge as the number of individuals and groups dedicated to stealing and damaging stores and their products grew.

As the video security system didn't feature AI video analytics capabilities, security teams had to manually identify thieves and determine if they were repeat offenders or already banned from the store. This process was time-consuming and resource-intensive, leading to inefficient security operations.

Almacenes El Rey identified the need for AI video analytics technology to enable its security teams to detect and verify known criminals quickly.





Solutions

Avigilon Unity

Almacenes El Rey selected Motorola Solutions' Avigilon Unity on-premise suite to meet its need for an AI-powered video security system, citing the platform's robust technology, advanced cybersecurity, regular updates and responsive customer support.

Unity is a fully integrated and scalable physical security suite that includes cameras, video management software (VMS), video analytics, video infrastructure, access control and more.

Across its stores, the retailer implemented the following technologies:

- Avigilon Unity Video VMS
- 1,100+ dome, bullet, dual head, fisheye, multisensor, PTZ and fisheye cameras
- AI-powered video analytics
- Network video recorders
- Avigilon Unity Cloud Services

“ We selected Motorola Solutions' Avigilon because of the robustness of the technology, its strong cybersecurity measures and the constant technological updates and support that provides peace of mind.

Edwin Barrientos Reyes, Technology and Digital Transformation Manager at Almacenes El Rey



Benefits

Reducing organized retail crime

Almacenes El Rey has experienced a significant decrease in ORC across its stores after installing the Unity Video solution, including an 18% reduction in fraud incidents.

With Avigilon's AI-powered cameras, Almacenes El Rey has strengthened its ability to help protect stores from repeat offenders. The system uses face watch lists and license plate recognition to identify individuals and vehicles required by the Judicial Investigation Department of Costa Rica. When a match is detected, Unity Video VMS delivers real-time alerts, enabling security teams to respond immediately and take decisive action.

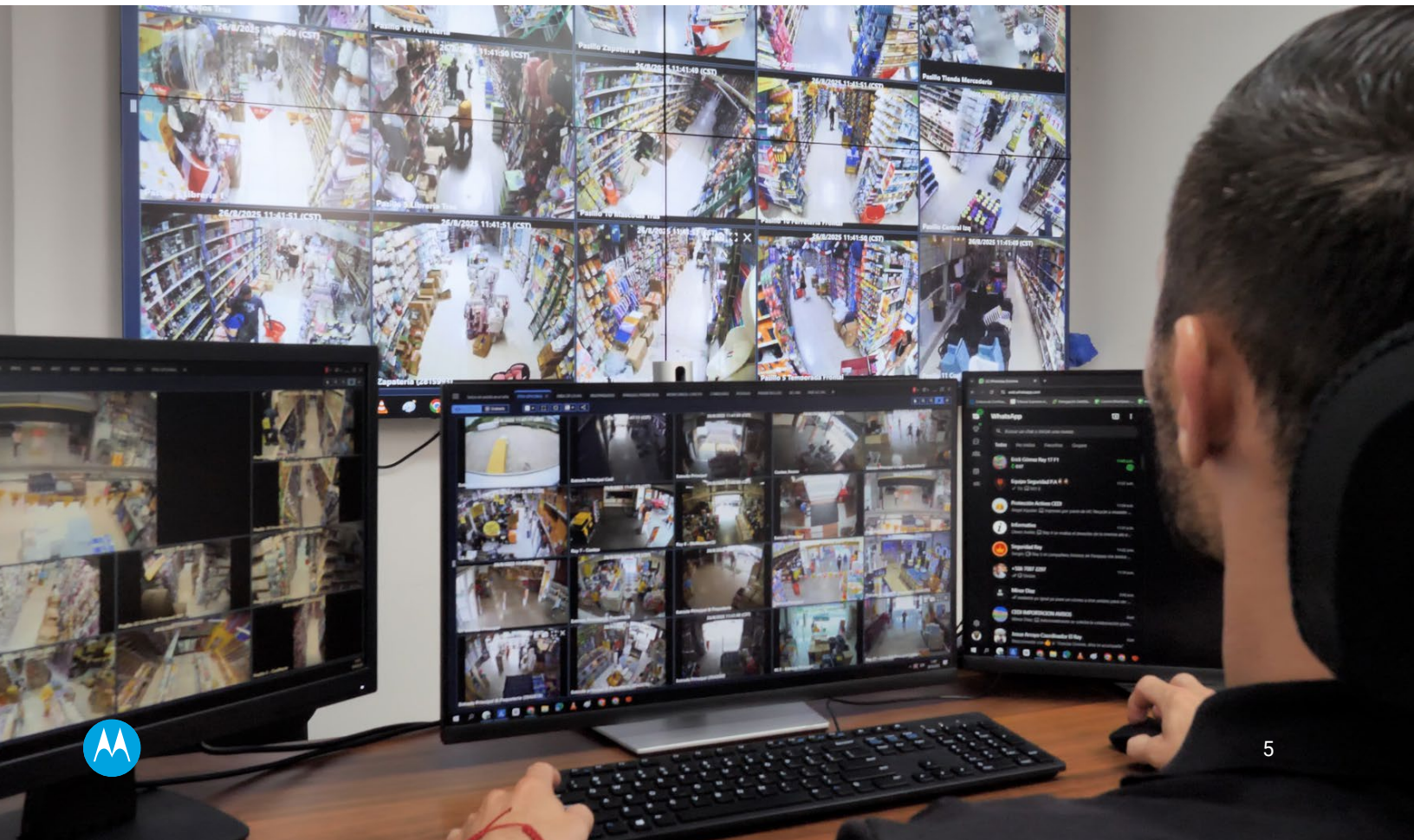
In one example, Avigilon cameras detected a criminal group on the store's roof, sending alerts to the security team to respond quickly and remove the threat.

Improving store safety

Staff safety has been enhanced by installing Avigilon cameras at cash registers, aisles and near entrances and exits. These cameras enable security teams to detect potential risks to staff safety, such as disgruntled customers or hazards on the shop floor. The teams can then remove the threat before an incident occurs or a situation escalates.

The cameras at cash registers also help resolve customer complaints. The clear video captured allows management to see what happened and decide whether the complaint can be upheld and warrants further action.

Some Almacenes El Rey premises are located near rivers, potentially putting them at risk of floods. To track water levels remotely and help ensure safety, management and security personnel regularly view river levels using Avigilon cameras via the Unity Video VMS and Unity Cloud Services.



Conclusion

Avigilon Unity Video has helped transform Almacenes El Rey's security operations. By transitioning from an outdated analog system to an AI-powered video security solution, the retailer can combat ORC and enhance store safety.

Looking ahead, Almacenes El Rey plans to add 300 more Avigilon cameras within the next two years, aiming for a total of 1,500 devices in three years. The business also plans to leverage Avigilon's AI video analytics to extract data on customer behavior, helping to optimize store layouts and strengthen its commercial strategy.



With Avigilon Unity video security, fraud prevention has improved, helping us reduce incidents by 18%.

Edwin Barrientos Reyes, Technology and Digital Transformation Manager at Almacenes El Rey



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Motorola Solutions, Inc. 500 West Monroe Street, Chicago, IL 60661 U.S.A. motorolasolutions.com

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