



Protecting high-value assets and enhancing retail security with a unified cloud platform

Avigilon & The RealReal case study



As a leading online marketplace for luxury consignment, The RealReal is built on trust. With nearly 3,200 employees, its physical presence includes 16 retail stores and four authentication centers. The company's consignment model means every high-value item is owned by an individual consignor. Protecting these unique assets is essential to maintaining the trust that underpins their entire operation.

However, operational challenges put this trust at risk. Manual processes for tracking shipments made it difficult to verify an item's journey. Its previous security system also used low-resolution cameras, inadequate for monitoring small, high-value jewelry. This created unique challenges with the company's ability to safeguard and track this inventory.

Customer Profile

The RealReal
San Francisco, CA

Industry

Luxury retail consignment

Solutions

-  Avigilon dome cameras
-  Avigilon compact dome cameras
-  Avigilon fisheye cameras
-  Avigilon Alta Video Management System (VMS)
-  Avigilon Alta Cloud Connectors

Benefits

- **High-resolution Avigilon Alta cameras** provide exceptional clarity to monitor and protect small, high-value items like fine jewelry and watches, a core capability in which The RealReal's previous system fell short.
- **The Avigilon Alta VMS** enables proactive 24/7 security with advanced analytics that automatically alert operators to suspicious activity, helping to prevent theft and reduce human error.
- **Avigilon Cloud Connectors** create a unified security platform by integrating existing third-party cameras, avoiding a costly system overhaul and delivering significant operational savings.



Challenges

Inefficient tracking of unique, high-value inventory

The RealReal's consignment model created tracking challenges, particularly in verifying the item's journey with third-party shipping carriers. When an item was reported missing, the asset protection team had to engage in a highly manual and time-consuming process of pulling video footage from multiple points to prove the item was handled correctly within their facility. This operational inefficiency created significant delays and made resolving claims difficult, placing strain on resources and risking consignor confidence.

Poor visual verification for securing small luxury goods

A significant portion of The RealReal's inventory consists of small but valuable goods, such as diamond bracelets and luxury watches, which are highly susceptible to theft. Securing these items requires exceptional visual clarity. The company's previous security system, with its lower 2-megapixel resolution, made it difficult to zoom in on details, track the precise movement of small items or provide clear evidence for investigations. This limitation creates a significant vulnerability in their efforts to protect their most valuable assets.

Lack of proactive overnight security

The RealReal maintains a security command center to oversee its retail stores for suspicious activity after hours. However, the former system lacked intelligent analytics, forcing security staff to watch live feeds from all stores simultaneously. This reactive approach was prone to human error, making it easy to miss brief but critical events like a person loitering or a vehicle circling a location. Without automated alerts for motion or unusual sounds, the team's ability to proactively detect and respond to potential threats was limited.





Solution

Proactive security for high-value assets

The RealReal sought an innovative, cost-effective partner. After a compelling demo of its intuitive interface, powerful zoom and open platform, they selected the Avigilon Alta cloud-native video security solution. A successful pilot in the Miami store earned immediate positive feedback, prompting an expansion across their retail footprint.

A key factor in the selection was avoiding the massive cost and operational disruption of a full system overhaul. To create a unified system without a costly rip and replace of all hardware, the company leveraged Avigilon Alta Cloud Connectors. This system brought existing third-party cameras from 11 other locations onto the powerful Alta VMS, providing a critical, cost-saving advantage by eliminating the need to replace hardware from multiple vendors.

Alongside this integration, The RealReal deployed a range of Avigilon Alta cameras, including vandal and weather-resistant fisheye cameras for exterior coverage and the sleek and discreet compact dome models to blend with the high-end aesthetics of the selling floors.

The solution empowers The RealReal to shift from reactive to proactive security. For daily operations, intelligent search features dramatically accelerate investigation timelines. Instead of spending hours manually pulling video from multiple cameras to track a single item's journey through the facility, operators can now locate specific events in moments.

For after-hours security, the team uses AI-powered video analytics to automatically alert operators to potential threats, ensuring critical events like loiterers or suspicious vehicles are never missed. The combination of powerful search and proactive alerting boosts efficiency, reduces human error and provides the robust, 24/7 protection required to secure millions of dollars in unique, consigned luxury goods.



The fact that the Avigilon Alta system is open and can be easily integrated was crucial for us. I would never go to a proprietary system. You don't want to be locked in.

Robert Cormie, Vice President of Asset Protection and Facilities at The RealReal



The benefits

Enhanced security with significant financial savings

One of the most significant benefits Avigilon offered for The RealReal is a powerful enhancement to its security. With high-resolution Avigilon cameras, the asset protection team can now observe small, high-value items like fine jewelry and watches with exceptional clarity. This enhanced capability provides the critical detail needed to safeguard their most vulnerable inventory.

In addition to these security improvements, the solution delivered a major financial win. The new platform reduced monthly operating expenses by 60%, saving the company approximately \$100,000 annually across the entire retail portfolio. Additionally, the ability to treat the investment as an operating expenditure (OpEx) provided a more favorable financial model for the business.

Operational agility and user-friendly adoption

The partnership with Avigilon also provided critical operational agility. With Avigilon, The RealReal was able to get equipment on time for new store openings, meeting the tight six-to-eight-week installation deadlines that were a challenge with past vendors. The user experience of the Alta platform has been another key success. Described by the team as incredibly intuitive and easy to use, the system was met with immediate and enthusiastic employee adoption. This seamless integration and strong vendor support have solidified the solution as a win across security, finance and operations.



The new Avigilon Alta solution provided a 60% reduction in monthly operating expenses, saving the company approximately \$100,000 per year. For a typical store, that's a savings of \$21,000 over three years.

Robert Cormie, Vice President of Asset Protection and Facilities at The RealReal



Conclusion

By deploying Avigilon, The RealReal has significantly enhanced its asset protection capabilities and operational efficiency. The installation of high-resolution cameras provides the clarity needed to secure small, high-value inventory, while advanced analytics enable a proactive security posture by automatically flagging suspicious after-hours activity. This integrated solution not only resolved key logistical challenges and met aggressive store opening schedules but also delivered substantial financial benefits. Successfully addressing issues with image quality, analytics and equipment procurement has enabled The RealReal to create a more secure environment that protects its unique, consignor-owned assets and reinforces customer trust.

Looking ahead, The RealReal plans to deepen its partnership with Avigilon by unifying its entire security infrastructure on a single platform. The immediate goal is to convert its large-scale e-commerce centers and integrate Avigilon Alta Access across its enterprise to improve efficiency and speed up investigation timelines. Continuing to leverage innovative technology will allow the company to further streamline its asset protection strategy, reduce its reliance on manual processes and pilot new solutions, keeping it at the forefront of luxury retail security.



“ The Avigilon Alta platform is the easiest system I’ve ever used. The ability to access high-quality camera feeds from my phone, even on airplane Wi-Fi, is a major benefit for us.

Robert Cormie, Vice President of Asset Protection and Facilities at The RealReal



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

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