

# Yorkdale Shopping Centre

Enhancing a luxury shopping experience with unified security



## Name

Yorkdale Shopping Centre

## Industries

Property Management

## Location

Toronto, Ontario, Canada

## Products

Security Center, Mission Control, Omnicast, Synergis, AutoVu, Sipelia, Clearance

## Yorkdale Shopping Centre heightens security efficiency and police collaboration using Genetec Security Center and Mission Control

Yorkdale Shopping Centre is the ultimate shopping destination in Toronto, Canada. With over 2 million square feet of retail space and 270 stores, guests can find everything they need. Yorkdale offers the country's largest collection of designer labels and luxury brands and an unrivaled mix of first-to-market and flagship retailers.

But Yorkdale is more than a shopping mall. Managed by Oxford Properties Group, the team goes above and beyond to ensure that all guests have a memorable and safe experience. This includes offering visitors everything from valet services and a museum-quality art collection to 24/7 on-site security.

### Moving away from proprietary system limitations

The team at Yorkdale continues to prioritize tech investments in everything from sustainability to security. In recent years, they saw an opportunity to enhance efficiencies across their security processes. Operators were working with a proprietary video system and stand-alone access control solution. Searching for information often involved navigating between the two separate systems, which slowed investigations and incident response.

Having a closed security solution held the team back from exploring new technologies. Whether it was new cutting-edge

cameras or system integrations, they wanted to have more flexibility in how they evolved their security operations.

They began their search for a new video management system (VMS). That search led them to Genetec™ Security Center unified security platform and Omnicast™ video management solution. Bob Vounotripidis, Senior Operations Manager at Yorkdale Shopping Centre, explained how Genetec solutions met all their requirements and more:

“Investing in Genetec Security Center and Omnicast gave us the ability to upgrade our VMS. Then we were able to bring Synergis™ access control system into the same unified platform. Now, we have a solid foundation on which we can keep building. It allows us to evolve our operations beyond video and access control and use new technologies that enhance how we work and how we serve our customers.”

### Getting one comprehensive view of mall security

Since implementing Genetec solutions, the Yorkdale team has been able to significantly enhance operational efficiencies. They no longer need to switch between different security systems to find the information they need. Now, if an incident is underway, operators can see what's happening and act fast from one unified view.

“With Security Center, we’re shaving valuable time from investigations and responses. Our security operators can identify potential risks, retrieve critical information, and deploy on-foot officers faster within the shopping center. Overall, we’ve become far more proactive and efficient in handling anything that comes up. That ensures we keep providing an exceptional guest experience,” said Luca Aiello, Security Manager at Oxford Properties.

Today, operators manage over 750 cameras, 500 access control readers, and 2000 cardholders using Security Center. They’ve also deployed the Sipelia™ intercom module. Sipelia allows them to initiate two-way conversations across 150 intercom stations located in parking garages, entrances, and other areas. Over time, the team also added the AutoVu™ automatic license plate recognition (ALPR) system, the Genetec Mission Control™ decision management system, and various other technologies within the platform.

All video, data, and calls come back into a state-of-the-art command center, where security operators keep the shopping center running smoothly. Security managers can also use the Genetec Mobile app on their phones to check in on situations from anywhere in the mall.

“What’s great about Security Center is that we can deploy the best technologies on the market. For instance, using video analytics, we can quickly narrow down video searches using specific keywords and descriptions. We’ve also given our Oxford Property Group employees mobile access control credentials, and plan to expand that to retail employees soon. It’s been a more secure, cost-efficient, and convenient way to manage thousands of cardholders,” explained Vounotripidis.

### Leveling up operational efficiencies with Mission Control

The Yorkdale security team deals with various security incidents each day. Ensuring security operators can quickly respond and resolve issues is critical to maintaining a five-star shopping experience. However, keeping security operators informed and trained on how to handle various incidents according to standard operating procedures (SOPs) can be challenging and costly.

Looking to empower their operators and streamline incident response, the Yorkdale team implemented Genetec Mission Control™. The collaborative decision management system helps operators better understand unfolding events and guides them through the best course of action according to SOPs.

“In the past, our operators would either need to memorize processes or leaf through a binder to double-check what needed to be done. With Mission Control, we’ve been able to streamline the sequencing of tasks for over 30 different situations. We worked with the Genetec Professional Services team to build out specific checklists for different types of incidents. When any incident comes up, our operators are guided from response through to resolution. This makes their job a little easier and ensures we’re remaining thorough in everything we do,” said Aiello.



For example, if someone reports a missing child, the team jumps into action using Mission Control. Operators identify their last-seen location, dispatch officers to that area, and use quick search capabilities within Security Center to retrieve relevant video. From there, they can track where the child went, contact tenants if they go into stores, and reunite families as quickly as possible.

“We have many internal processes that need to be met, especially when working with numerous retail tenants. If an incident is underway, we need to make sure we’re following protocols and keeping our tenants informed. Mission Control helps our operators manage those processes so they can effectively handle any situation that comes their way,” explained Vounotripidis.

### Enhancing public safety partnerships using AutoVu ALPR

At Yorkdale, fostering a proactive security approach has been paramount. That’s why Genetec AutoVu™ automatic license plate recognition (ALPR) system quickly became a must-have for the team. With over 52 AutoVu ALPR cameras deployed, they’ve been able to extend security to their property’s perimeter and enhance vehicle-related investigations. More than that, the ALPR investment has helped enhance community safety too.

“With the AutoVu ALPR system, we’ve strengthened our partnerships with local police agencies. If they are searching for a vehicle of interest, we’re able to put that license plate and vehicle information into our AutoVu system. If that vehicle comes onto our property, they get notified. This has allowed them to catch suspects or find stolen vehicles a lot faster,” said Aiello.

Dealing with vehicle or retail theft can be a challenge for shopping centers everywhere. However, at Yorkdale, the AutoVu ALPR system has become an extra deterrent to offenders. Potential thieves know that the shopping center has technology in place to track suspect vehicles and respond faster.

“Since implementing the AutoVu ALPR system, we’ve become significantly more responsive to theft-related incidents and investigations. Word has gotten out—Yorkdale is a property that takes security seriously, and the perpetrators will be caught,” said Vounotripidis.

## Expanding security at Yorkdale with the right partners

Since implementing Security Center, the team at Yorkdale has accomplished a lot; but they aren't done yet. Up next, they're looking to deploy body-wearable technology and integrate video from those devices into the unified platform. They also want to start using Genetec Clearance™ digital evidence management system for their body-wearable devices to streamline evidence sharing with law enforcement. As new expansion plans move forward, the Yorkdale team knows they can rely on Genetec experts for guidance.

“More shopping centers should be using Genetec Security Center. This security platform not only helps our team operate more efficiently, but we're also evolving our deployment using the best technologies out there. And working with the Genetec team has always been top-notch. They're true security professionals who understand our business and are committed to delivering security solutions that fit our unique needs. With Genetec solutions, we can keep providing that safe, world-class shopping experience that customers expect at Yorkdale,” concluded Aiello.



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