

The AVA logo is displayed in white, stylized, uppercase letters on a purple rounded square background in the top left corner.

10:00AM 2020-12-15  
NAME: BERNIE THOMAS  
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Use Case | December 2020

# Cannabis operators – solve your security and compliance struggle

Put your video security cameras to work for you

## Secure operations. Streamlined compliance. Focus on your business.

As licensed cannabis operators, you have employees, operations, and major assets to protect. Inventory and equipment are important. Plants and facilities must be monitored 24/7. You must adapt quickly to security and compliance challenges that seem to be changing all the time. Getting cited for infractions – from improper testing or labeling to video storage systems failure - can be expensive, resource-consuming, and frankly, a major headache.

Beyond security and compliance, the demands of operational issues like COVID-19 add another layer of complexity to your business practices. How you respond can make or break your business.

If you thought there wasn't a video system to help you meet all of these challenges, think again. Ava's intelligent security systems are helping the cannabis industry:



Use existing video equipment. (No need to rip and replace. Make your camera smarter.)



Investigate incidents faster. (You don't need to be a pro, our system alerts you on unusual events.)



Connect your security easily to your phone. (You need to run your business. We get it.)



End your compliance struggle. (Requirements around image resolution, length of storage, it's tricky.)

Focus on what you do best. By outsourcing the problem parts of security and compliance, you can focus on growing your product... and your business. You don't need to become a security expert.

## Already invested in cameras? No worries!

You don't have to throw out cameras you've already purchased and installed. You don't need to start from scratch or feel you've wasted the money you've already spent. In fact, you can make your cameras work for you – only better and smarter.

Ava Aware VMS, our video management software, easily integrates into your existing cameras and enables your cameras (through our artificial intelligence) to become smarter. Your cameras can then detect anything unusual and alert you right away. Ava Aware highlights what's relevant from all cameras, in real-time, all the time. Whether you are replacing all, some, or none of your cameras, you can address your security and compliance challenges without undermining your prior investments.

## Paying for it all

Running your business requires a whole range of technologies, from video surveillance equipment to software and communications solutions. So how to pay for it all? Some cannabis operators feel trapped by the dilemma, and end up not purchasing technologies they truly need, whether to improve physical security, data centers, point-of-sale and so much more.

Financing solutions offered by Ava Financial Services for leasing, ownership and consumption can lower your financial burden and give you more flexibility to restructure or upgrade technologies as needed. You'll get a solution catered to your needs, through a financially stable equipment finance provider with more than 30 years of experience.

# How Ava can set you up for success

Many growers, processors, and retailers realize their current video surveillance platforms create challenges that if left unresolved, could result in life-threatening consequences, expensive fines, and business setbacks - even the loss of their license. By making a different choice you can set your video up for success.



## Smarter security and control costs

Keep track of exact locations of employees, visitors, and customers. Have a clear picture of your operations and transportation in and out of your facility. Most importantly, with powerful analytics, you can detect anything unusual at any time.

Acting on unusual activity means you can detect issues as they unfold, and then respond quickly. This is what we mean by 'proactive security' - not simply recording the issue and looking at it afterwards. But getting meaningful alerts so you can do something about it. Speed and precision are critical and the consequences of a slow response time and inadequate information can be devastating to your business.

Imagine the expense saved when you get an alert on your mobile phone with detailed, real-time information about an unusual or suspicious activity. This replaces the call from the remote monitoring service with the blanket instruction to send the police (which in some cases, is overkill). Let the data delivered to your phone help you make the right decision for the situation.



## Ease the headache of compliance

Compliance gets a lot easier when your video system provides three major things that Ava Aware gives you:

### 1) comprehensive video surveillance

You can easily and quickly review video captured by all of your cameras. If an employee has mislabeled a product, for example, you can track everywhere this employee has been. You can then pull all mislabeled product from the shelf before the fines add up.

### 2) easy review of footage

### 3) cloud-based video storage

We thought of these two headaches too. Our system only stores images in maximum resolution when people and vehicles are present, or events of interest occur. This 'smart storage' makes it simple to store and comb through hours of video to review footage on-demand. It also gives you remote access to all footage at any time. On top of better security, you'll be able to easily comply with these system requirements.

## Sample infractions:

### Products

- Improper product testing
- Mislabeled of each individual product

### Documentation

- Improper transaction documentation

### Customers

- Customers drinking beverages inside a retail sales area

### Video Systems

- Having less than 30 days of video storage
- Video storage systems failure
- Lack of camera health notification



## Protect the integrity of operations and transactions

Like it or not, we are living in a connected world. This brings risk. Ava's equipment is embedded with end-to-end encryption, factory-installed certificates, and it records detailed audit trails of both operators and administrators. This helps keep your operations safe and complies with requirements for secure transactions.



### Improve safety

Equipped with directional acoustic sensors, Ava Dome and 360 cameras notify you instantly in cases of loud noises, screaming, glass breaking, and even gunshots. You can also detect and respond to verbal aggression or violence against your employees or customers.



### Support the heightened health and safety regulations of COVID-19

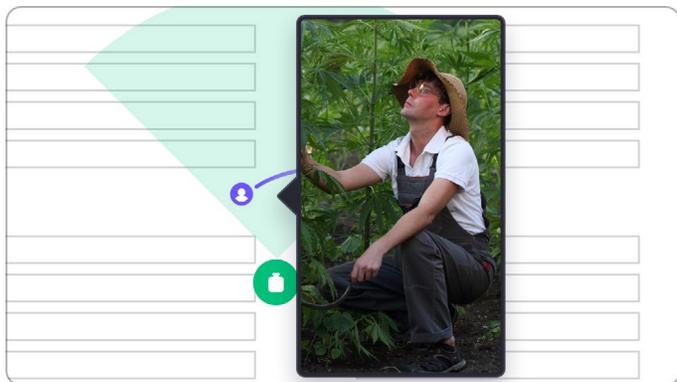
Social distancing is a reality that you now have to worry about. With our system, you have full occupancy insight to manage the flow of people and traffic in support of COVID-19 rules and regulations. Ava Smart Presence™ includes a people and vehicle counter to track objects in real-time, allowing for historical analysis and reporting.



### Go beyond security for critical operational value

Configurable maps across one or all locations provide what we call “situational awareness”. That is, you have information about what’s happening across your business, allowing you to improve on a range of operational issues, including staffing or hot spots for theft. Imagine being able to remotely observe and get up-to-the-minute data on the progress and health of your plants.

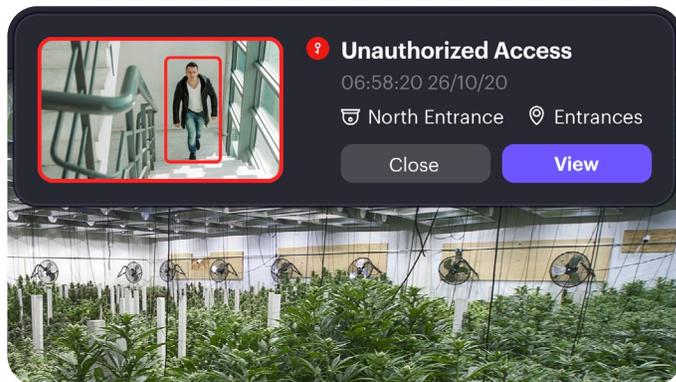
## How Ava can set you up for success



### How do we get full situational awareness?

Ava’s use of AI and machine learning allows for the detection of unusual activity. Ava Aware VMS understands perimeters and behaviors, and identifies, classifies, and tracks people of interest, vehicles, or other objects to send alerts before threats escalate. Maps include Smart Presence™ to keep track of the exact location of employees, visitors, and customers.

Connecting to this important data on any phone or web, from anywhere, expands your awareness and ability to respond effectively.



### How do we respond rapidly... and with confidence?

Think of intelligent video as data. Ava’s video analytics use machine-learning to give you a real understanding of the feeds coming from all of your cameras all the time. Our Video View with Spotlight then brings only the relevant feeds to your attention. Let’s say you were set to receive instant alerts when products and cash are in transit or when employees or visitors are in prohibited areas. This kind of intelligent data can help you quickly respond before an incident happens.

All this also reduces the risk of diversion and helps you, as cannabis operators, maximize revenue and return.

**Whether making your current cameras smarter or altogether upgrading your video security system, growers, dispensaries, testing labs in the cannabis industry can benefit from Ava’s secure cameras and powerful analytics for more intelligent, simple and proactive security.**



Ava is a global technology company with offices in the UK, Norway, and the USA. We exist because we believe that we can create a better, smarter way to deliver security.

We inject intelligence into our approach to security and all our solutions. We help organizations see, understand, and act on their surroundings to protect their people, business, and reputation in realtime.

We founded Ava Cyber in 2016 and Ava Video in 2018 and the two companies merged in 2020 to become a unified security provider with extensive capital investment from Ubon Partners.

To learn more about our innovative solutions, and how you can enjoy proactive security, visit our website or schedule a demo with a member of our sales team at: **[sales@ava.uk](mailto:sales@ava.uk)**.

**[www.ava.uk](http://www.ava.uk)**