

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

Case Study | April 2021

The Hempire Collective

How one cannabis operator solved its security and compliance struggles with the right cloud video security solution



THE
HEMPIRE
COLLECTIVE

The Hempire Collective is a unique premium medicinal and recreational cannabis dispensary in mid-Michigan that provides sustainable jobs for vets while offering cannabis products to manage pain and improve mental health and quality of life. Inspired by a family member's suffering from cancer, anxiety, and PTSD, the Hempire Collective was born.

The challenge: protecting a family's business

Protecting employees, operations, and major assets, such as inventory and equipment, goes hand-in-hand with the success of the Hempire Collective. Plants and facilities need to be monitored 24/7. But management found out the hard way that its video surveillance solution created challenges that, if left unresolved, could result in life-threatening consequences, expensive fines, and business setbacks—even the loss of their license.

They had:



no intelligent alerts



the inability to adapt quickly to the latest security or compliance challenges



the potential for resource-consuming infractions, whether for improper testing or labeling or video storage systems failure



massive delays in incident investigations

The solution: a smart and adaptable video security system



Hempire Collective can now respond to incidents faster. The Ava Aware video management system (VMS) alerts on unusual events in real-time, enabling proactive security.



Hempire collective is now able to investigate incidents faster and with more confidence. With the help of AI, Ava helped end the compliance struggle.



Hempire Collective was able to leverage existing video equipment. Ava made existing 75 cameras smarter -- no need to rip and replace.

The results

The Hempire Collective is now able to focus on what it does best. By outsourcing the problem parts of security and compliance, they focus on growing their business rather than being security experts. Under the guidance of Shem Thompson, IT Consultant from STC Solutions, the Hempire Collective made a different choice—to be set up for success.

Smarter security and better control of costs

The Hempire Collective team can keep track of the exact locations of employees, visitors, and customers. Not only do they get a clear picture of operations and transportation in and out of their facility, but they also now have powerful AI video analytics detecting anything unusual at any time.

Acting on unusual activity means detecting issues as they unfold and then responding quickly. This was the proactive video security they had in mind—not simply recording the issue and looking at it afterward—but getting meaningful alerts they could do something about. Speed and precision are critical, and the consequences of a slow response time and inadequate information can be devastating to any business.

Reduced burden around compliance demands

Compliance got a lot easier for the Hempire Collective with Ava Aware.

Comprehensive video surveillance

The Hempire Collective can easily and quickly review video captured by all of its security cameras. If an employee has mislabeled a product, for example, they can track wherever this employee has been. They can then pull all mislabeled products from the shelf before the fines add up.

Easy review of footage & Cloud video storage

When an incident at the Hempire Collective needs to be reviewed, everything is easier, faster, and more reliable. Ava's video management system only stores images in maximum resolution when people and vehicles are present, or events of interest occur.

A staff member no longer has to sift through hours of footage at low resolution, which took days at a time and often led to nothing of value. They have to copy the footage and send it manually to the proper authorities using a bulky hard drive or another physical device.

This marks the end of frustrating delays, which slowed or fizzled into no follow-up investigations. It also provides remote access to all footage at any time for easy compliance with system requirements. With inspectors regularly demanding footage, the two hours or more it took to generate video security footage is now done instantly with Ava.

Protect the integrity of operations and transactions

Living in a connected world brings risk. Ava's video surveillance equipment is embedded with end-to-end encryption, factory-installed certificates, and it records detailed audit trails of both operators and administrators. The Hempire Collective relies on this high level of built-in security to keep operations safe and comply with secure transaction requirements.

Sample infractions:

Products

- Improper product testing
- Mislabeling of each individual product

Customers

- Number of people in a dispensary
- Cross check the people count with out-going product

Video Systems

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



“Not only does the Hempire Collective have the intelligence it needs for proactive security, but compliance woes have vanished, and customer support couldn't be better. We are officially thrilled with Ava!”

– Shem Thompson, IT Consultant from STC Solutions



Improve safety

Equipped with directional acoustic sensors, Ava Dome and Ava 360 cameras notify the security team instantly in cases of loud noises, screaming, glass breaking, and even gunshots. They can also detect and respond to verbal aggression or violence against 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 video security for critical operational value

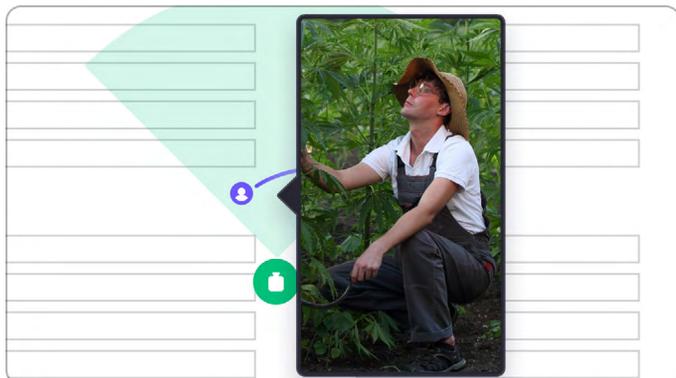
Configurable maps across one or all locations provide what we call “situational awareness”. That is, you have information about what’s happening across your business, allowing you to improve on a range of operational issues, including staffing or hot spots for theft. Imagine being able to remotely observe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



Use existing cameras, make them smarter

The Hempire Collective didn’t have to throw out any cameras. They easily integrated the Ava Aware video management system to make their 75 existing cameras work for them—only better and smarter. With our artificial intelligence, they can detect anything unusual and alert the team right away, highlighting what’s relevant from all cameras, in real-time, all the time. Whether replacing all, some, or no cameras, they were able to address security and compliance challenges without undermining prior investments.

How does the Hempire Collective get full situational awareness



Ava’s use of AI allows for the detection of unusual activity. The Aware video management system 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 critical data on any phone or web, from anywhere, expanded the company’s ability to respond effectively.

How does the Hempire Collective respond rapidly and with confidence?



Think of intelligent video as data. Ava's video analytics uses machine learning to provide a real understanding of the feeds coming from all cameras all the time. Our Video View with Spotlight then brings only the relevant feeds to the security team's attention. The Hempire Collective will receive instant alerts when products and cash are in transit or when employees or visitors are in prohibited areas. This helps quickly respond before an incident happens.

All this also reduces the risk of diversion to help maximize revenue and return.

In partnership with:





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@avasecurity.com**.

www.avasecurity.com