



Qualcomm[®] Insight Platform For Retail



The Qualcomm Insight Platform for Retail empowers stores to take a more security-focused approach, reduce shrink, and optimize store operations, without compromising on customer experience, through AI-driven video intelligence that detects threats and operational inefficiencies in real-time.

With advanced edge AI, security-focused cloud orchestration, and intelligent video analytics, the platform delivers encrypted, multi-store visibility through a scalable, secure architecture. It enables real-time monitoring, proactive threat detection, and actionable intelligence that enhance safety, staff efficiency, and customer satisfaction.

The platform identifies persons of interest, tracks suspicious behavior, and analyzes traffic patterns to refine layouts and queue flow. Scalable and adaptable, it integrates easily with existing retail and security systems via developer-friendly APIs.

Highlights

Proactive theft detection and shrink reduction

AI-driven recognition of suspicious behavior or persons of interest enables rapid response and loss prevention. Retailers can identify theft patterns and reduce shrink by acting on real-time alerts and cross-camera visibility.



Rapid incident resolution

Investigations that once took hours can now be completed in minutes. People search capabilities allow teams to identify a person and track their movement across multiple cameras in seconds, accelerating theft investigations and improving overall in-store response times.



Footprints: Multi-camera person tracking

Track individuals of interest across store zones or locations with real-time and historical visibility, helping security teams monitor repeat offenders or suspicious activity efficiently.



Customer experience and operational optimization

AI analytics reveal peak traffic hours, queue lengths, and staffing efficiency to help improve checkout experiences, optimize store layout, and streamline employee allocation.



Platform Use Cases

Theft and shrink prevention	Detect suspicious activity or repeat offenders in real-time
Rapid investigations	AI-assisted cross-camera search for faster case resolution
Customer experience	Optimize store flow, staffing, and checkout efficiency
Asset protection	Security-focused storage areas, loading docks, and sales floors
Safety and security	Protect staff and customers through real-time situational awareness

Additional Solutions

The Qualcomm Insight Platform also has specific solutions for Banking & Finance, Smart Buildings, Hospitality, and Education, enabling AI video intelligence deployment across industries. Can't find what you are looking for? Reach out to our team to discuss your use case.



To learn more visit: [Qualcomm Insight Platform](#)

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