

SUCCESS STORY

Roots Rx

Multi-Site Location, Multi-User | Cannabis Industry



The Client

Roots RX is a multi-location cannabis dispensary located in Western Colorado. They provide high-quality cannabis products, a knowledgeable staff, and superior customer service. Covering six locations between Denver and Aspen, they pride themselves on offering the lowest prices on cannabis in Colorado.

The Challenge

With strict state compliance guidelines to adhere to, and the challenge of monitoring and maintaining inventory control with a multi-site business, they faced two major challenges:

- **State-mandated compliance.** State law requires the owners to provide security cameras at all critical points. Their current security camera didn't provide enough coverage to meet state compliance – putting them at risk for a compliance violation or possibly being shut down altogether.
- **Customer theft.** Due to poor coverage and low-resolution, they weren't able to identify shoplifters in order to prove fault – and sometimes, it didn't catch them in the act at all. To gain better control over their multi-site theft activity, they needed video security cameras with analytics advanced enough to capture and alert them to criminal activity in real-time.

The Solution

Roots RX considered several security providers, but chose Alibi Security's IP camera solution due to its ease of use and cost-effective solution. They installed six high-resolution 4-megapixel starlight cameras for all six locations in their most critical areas, including their entrance, exit, inventory room, and each point of sale.

The Outcome

With their upgraded Alibi Security cameras now in place, Roots Rx is now fully protected, from both a security and compliance perspective. When a shoplifter attempts to steal merchandise, management is immediately alerted on their smartphone and can download the footage and send it onto authorities within minutes. With an upcoming expansion on the horizon, owners now have the peace of mind that their high-resolution cameras will provide the security they need from a liability, safety, and compliance perspective.

Product	High Definition Alibi Security Cameras
Camera Type	4 MP IP Dome Cameras/ 16-Channel NVR
Cameras per Location	6
# of Locations	6