

Inside Cinemark's Data-Driven Approach to Security and Operations:

How a leading movie theater chain leverages video, AI, and a true tech partnership to detect fraud, improve operations, and stay one step ahead.



Introduction

Cinemark is known for delivering a top-tier guest experience, from the theaters themselves to the service guests receive. But behind the scenes, it takes constant attention to maintain that high standard, especially when it comes to theft, fraud, and operational blind spots. Cinemark's secret weapon?

A data-powered strategy and a close partnership with Envysion.

Company Overview

- Operates 315+ locations across North America
- Known for exceptional customer service and operational excellence
- Committed to using technology to improve security and business insights

THE CHALLENGE

Scaling Security Across Hundreds of Locations

Before Envysion, Cinemark faced the same limitations that many security departments do:

- Thousands of cameras across hundreds of locations
- A lean security team of just four people
- A reactive and time-consuming process for addressing issues, driven by employee feedback or complaints and manual video footage review
- Natural limits on human time and attention



If you don't have the tech, **you're flying blind.** We couldn't possibly scan through everything manually. That's why **many companies are stuck reacting instead of detecting.**



— Patrick Burns | Cinemark VP, Security & Loss Prevention



THE SOLUTION

A Three-Part Strategy for Smarter Security

Cinemark's team leverages a powerful combination of Envysion tools that work together to uncover fraud and improve operations:



Managed Video Solution:

Cloud-Based Surveillance

Cloud-based video surveillance provides the team with access to high-quality footage across all locations, essential for gathering evidence, identifying trends, and eliminating blind spots.



Exception Reports:

Automated Transaction Monitoring

Automated reporting tools highlight suspicious transactions and patterns, helping the team and each location focus on what matters without digging through hours of data.



Fraud Detection AI:

No Customer Present Refund Detection

AI-driven alerts flag refunds processed without a customer present, flagging transactions that may indicate fraud or procedural gaps, so teams can quickly investigate and take action.

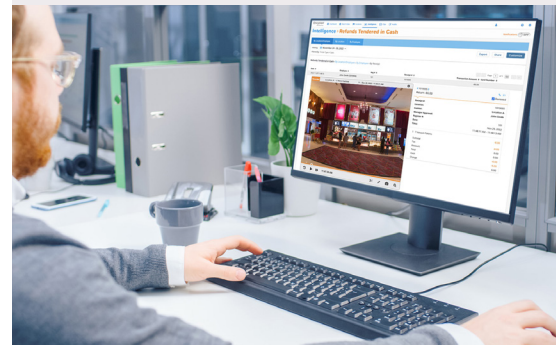


About 50–60% of the time, the AI finds something that wasn't done right. Even if it's not theft, it's still valuable because **we can correct behavior before it becomes a bigger issue.**

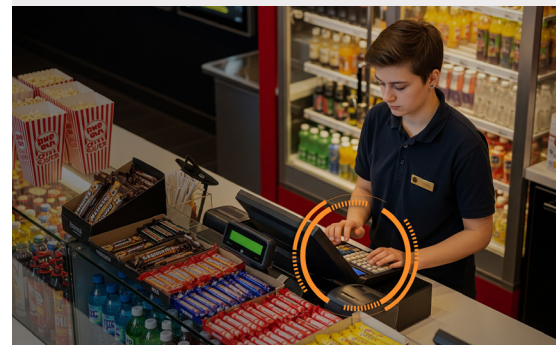
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Security & Loss Prevention



Monitor footage of suspicious transactions across multiple locations.



Quickly perform video footage reviews to locate incidents or resolve complaints.



Use AI to automatically flag transactions when no customer is present.

THE RESULT**Millions in Value
and a True Partnership**

Thanks to Envysion's AI and cloud-based tools, Cinemark's lean Loss Prevention team is able to do the work of a much larger internal audit department, without sacrificing quality.

KEY OUTCOMES INCLUDE:

- An exceptional **98% recovery rate on known fraud cases**, far exceeding the retail industry average of just 11% recovery (According to Jack L. Hayes Annual Retail Theft Survey 2023)
- **Millions in savings** from prevented fraud and recovered losses
- **85–90% of fraud cases discovered proactively**, without relying on internal audits or employee reports
- **Hundreds of fraud and operational incidents identified** annually (cases that could have been missed without Envysion's AI-driven detection)
- **Expanded use of Envysion data across departments** (marketing, operations, HR, and facilities) to optimize staffing, tailor promotions, improve employee management, and identify procedural and safety issues before they happen

More Than a Vendor, a Strategic Partner

Envysion's impact goes beyond fraud detection. Cinemark leverages video analytics and data insights to enhance guest experiences, optimize staffing, and support departments like marketing, risk management, and human resources, helping the entire organization **work smarter and deliver exceptional service**.



www.envysion.com/demo

Cinemark proves what's possible when smart video and AI meet a proactive team. From fraud prevention to better guest service, Envysion helps you stay ahead.

Scan the QR code to see how Envysion can help you achieve it.

INDUSTRY AVERAGE
RECOVERY RATE:

11%

**CINEMARK'S
RECOVERY RATE:**

98%

“We don't just throw up cameras anymore. **We design with purpose:** coverage, movement, deterrence, outcomes. **Envysion gets that.** They build what we ask for. It's a real partnership.”

— Patrick Burns | Cinemark VP,
Security & Loss Prevention

ABOUT ENVYSION

Envysion is a cloud-based managed video platform built to protect your business, brand, people, and profits. We deliver a suite of solutions that strengthen loss prevention, enhance safety and security, and optimize operations—helping you protect your brand's promise. Envysion integrates video, audio, and POS transaction data into a centralized platform, giving you actionable insights to reduce risk and improve performance.

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