

Retail



## Nobody knows retail like Axis

Professional network video  
solutions

# New possibilities, greater gains.

**Being in retail has never been so challenging. Competition is fierce, margins are being squeezed, and external/internal losses are becoming increasingly costly.**

It's therefore the perfect time to reconsider the many ways in which video surveillance can help your business; it's more than just about safety and security.

Pro-active surveillance and monitoring can help you prevent losses, improve your merchandising and offer your customers a better experience. It makes sound business sense in every retail operation, whether you run a single shop or a whole chain of stores.

#### **Greater loss prevention**

We all know CCTV can help reduce theft, especially when consumers know it's there. But the real leap forward in loss prevention technology comes with network video.

Axis network video solutions provide sharp, high-resolution images that enable you to follow suspicious behavior and make positive identifications. They integrate with your available systems to reveal and minimize all kinds of shrinkage-related activities, such as EAS incidents. With Axis, you'll always have complete, high quality video coverage.





## **Integrate with POS exception reporting system.**

**With Axis network video, you'll be able to tell the difference between common mistakes, misunderstandings and the increasingly innovative ways in which your POS system can be manipulated.**

POS exception statistics (from single or multiple stores) make it easy to detect any suspect patterns and behaviors. Armed with this information, you can develop your staff training tools and ensure you're always one step ahead in preventing internal losses. You can get a clear picture – and a clear record – of exceptions, such as:

- unauthorized discounts
- manually entered values
- incorrect processing of returns
- cash refund and coupon errors.

### **Improve your safety and security**

Axis network video solutions enable you to detect potential incidents fast. You'll be able to intervene quickly when needed, and identify any false alarms. The result is a higher standard of overall security and a safer, more secure working environment for your staff.

### **Protect your staff and assets**

Reliable protection is not only important during lonely nights at a gas station or a 24-hour convenience store. It's just as vital in stores with large amounts of cash or high-value or high-risk products, such as medicine and alcohol. With Axis network video, you can easily add extra cameras to cover specific product sections or check-out areas. And by storing your video images on a local or remote server, you can ensure they are protected from intruders.

### **Quality never fades**

High-quality video, such as HDTV, is invaluable when investigating crime. Conventional videotape images deteriorate with use, whereas digital images don't, no matter how many times you view them. And the high quality will save you valuable time when making identifications.

Intelligent network cameras with motion detection and active tampering alarms will also enable you to detect suspect actions both outside your store and inside after opening hours.

### **Optimize your merchandising and operations**

Gathering data from multiple sites can take time, but not with Axis. In fact, our network video solutions can give a real boost to your store performance.

### **Understand your customers**

Place your cameras strategically and you'll be able to record, measure and better understand consumer activity and buying behavior. You'll be able to identify the most popular areas and optimize your store and display layouts accordingly. Add built-in people-counting and integration with your POS system and you can learn even more.

### **Keep your customers satisfied**

Network cameras can identify empty shelves and alert staff that they need to be restocked. They can spot queues that are too long and prompt you to open more cash registers. In other words, network video enables you to put your staff where they're most needed, and optimize staff shifts to meet customer demands. Long lines, empty shelves and blocked aisles will be history.

### **Improve your marketing effectiveness**

Network video will enable you to evaluate your marketing and promotional campaigns immediately. You'll know whether your end-caps, in-store signage, and display windows actually work. Your customer and POS metrics will only be a mouse click away, enabling you to make strategic marketing decisions that will boost your sales. And it can all be done in real-time and remotely, for single or multiple stores.

## How it works.

### Remote and mobile access

Remote access to live and recorded video is only a mouse click away. It can be performed at any time, from any authorized computer anywhere. With mobile access, you can watch your network cameras live directly from your smartphone or tablet. It's the quick and easy way to stay on top of your business even when you're on the go.

### Analog cameras and Axis video encoders

Axis video encoders enable you to connect your existing analog cameras to your IP network. With this investment, you can easily start the migration to IP step by step.



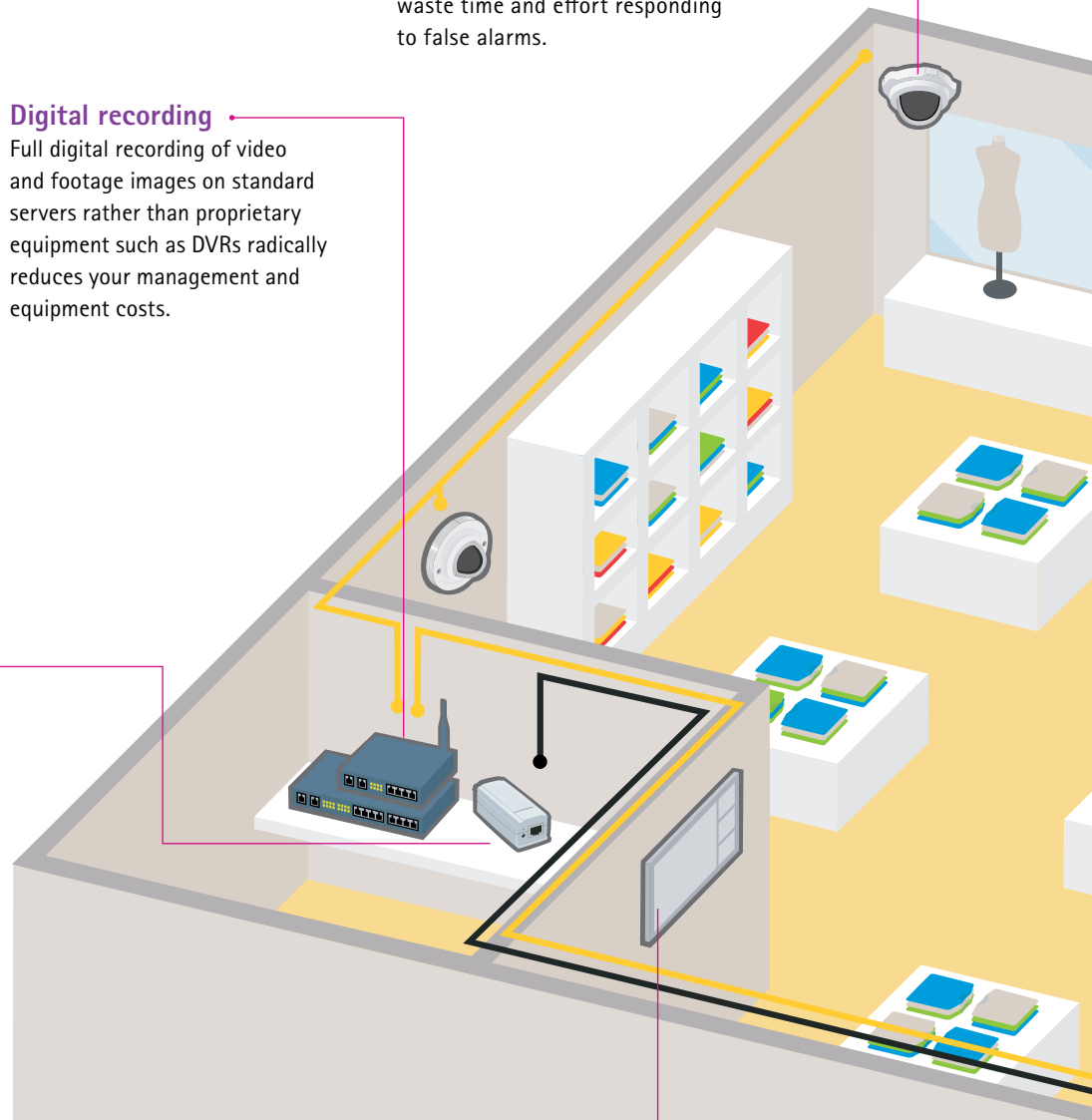
### Digital recording

Full digital recording of video and footage images on standard servers rather than proprietary equipment such as DVRs radically reduces your management and equipment costs.

### Axis network cameras

Axis network cameras are the most advanced, intelligent and versatile on the market. They run on Ethernet networking, offering you an easy way to capture and distribute high quality megapixel and HDTV video over any kind of IP network or the internet.

Event-driven surveillance will ensure your security guards don't waste time and effort responding to false alarms.

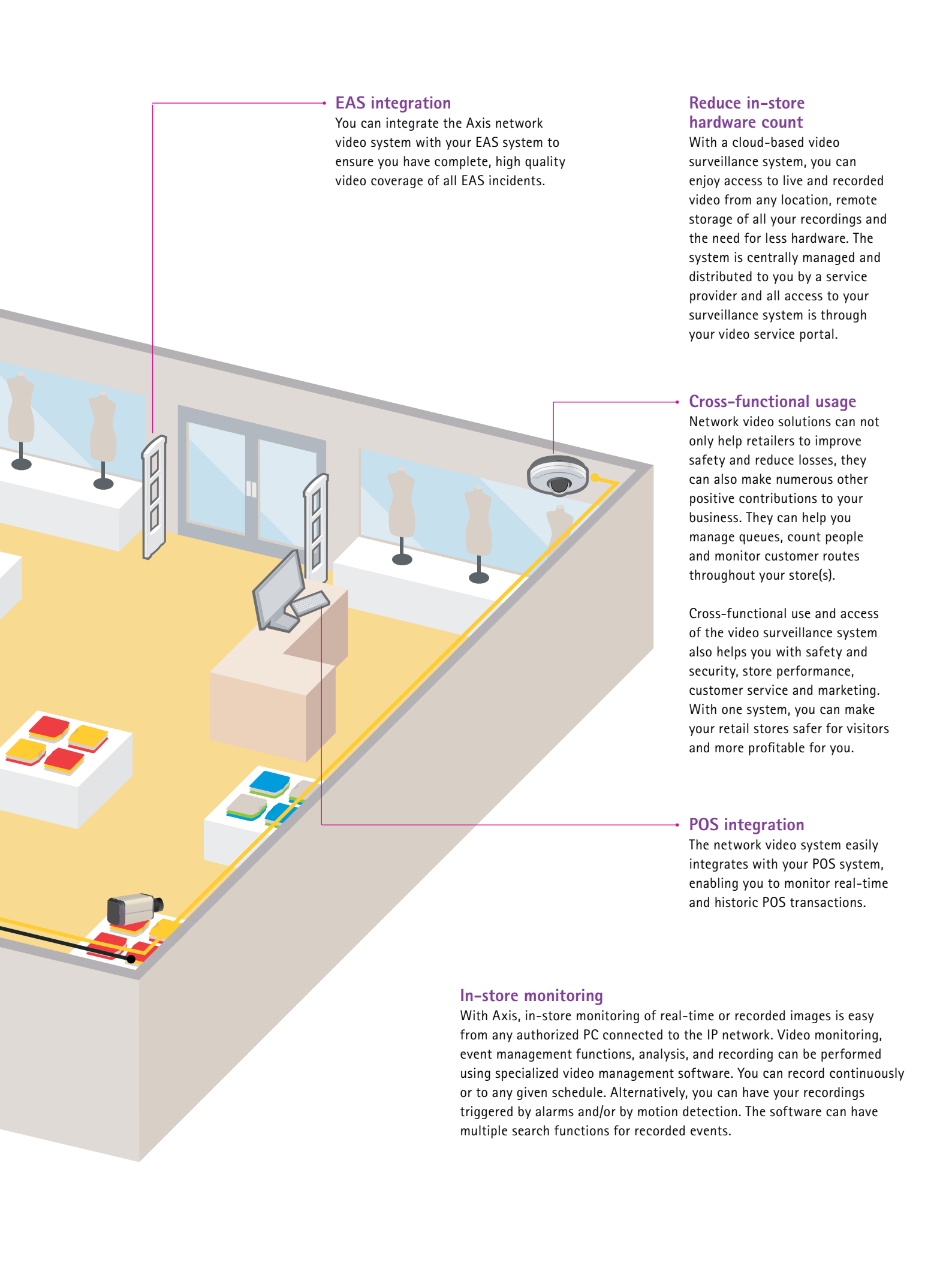


### Axis Corridor Format

Not everything is landscape-shaped. Axis Corridor Format is perfect for retail surveillance applications and ideally suited to retail shopping aisles: the 16:9 format automatically becomes 9:16 for maximum coverage.

### Public view monitors

Public View Monitor (PVM) systems combine digital signage with live video of the retail environment. They reassure the customers you want to keep and discourage the ones you don't. Simultaneously, you can reduce losses and improve customer relations.



### EAS integration

You can integrate the Axis network video system with your EAS system to ensure you have complete, high quality video coverage of all EAS incidents.

### Reduce in-store hardware count

With a cloud-based video surveillance system, you can enjoy access to live and recorded video from any location, remote storage of all your recordings and the need for less hardware. The system is centrally managed and distributed to you by a service provider and all access to your surveillance system is through your video service portal.

### Cross-functional usage

Network video solutions can not only help retailers to improve safety and reduce losses, they can also make numerous other positive contributions to your business. They can help you manage queues, count people and monitor customer routes throughout your store(s).

Cross-functional use and access of the video surveillance system also helps you with safety and security, store performance, customer service and marketing. With one system, you can make your retail stores safer for visitors and more profitable for you.

### POS integration

The network video system easily integrates with your POS system, enabling you to monitor real-time and historic POS transactions.

### In-store monitoring

With Axis, in-store monitoring of real-time or recorded images is easy from any authorized PC connected to the IP network. Video monitoring, event management functions, analysis, and recording can be performed using specialized video management software. You can record continuously or to any given schedule. Alternatively, you can have your recordings triggered by alarms and/or by motion detection. The software can have multiple search functions for recorded events.





## Solutions for every retail environment

It doesn't matter whether you have a single shop or a chain of stores, franchises, malls or other retail environments. It's time to replace your analog surveillance systems with network video technology. We have the largest installed base of network cameras in the world and the proven solutions you need.

One of the following scenarios may sound like you.

> **You already have an analog CCTV system in operation.**

We can help you make a seamless switch to network video technology while protecting your existing investments. You simply need to combine your present system with Axis video encoders to start your move towards network video functionalities network video offers.

> **You have a network video system but need to expand it.**

Axis solutions are fully scalable and compatible with your existing infrastructure, enabling you to make the most of your current investments.

> **You are about to build a complete new surveillance system.**

Axis solutions are based on open standards – so they work with proven, industrystandard equipment, giving you maximum flexibility.

**The cost-effective approach to a future-proof system**

Regardless of your present position, Axis enables you to benefit from the best and latest in network video, whilst still making the most of your current investments. Thanks to open standards, Axis network video systems are reliable and future-proof. You'll have instant access to all the benefits of network video from the market leader, and you'll be able to take full advantage of new, advanced features in years to come.

### Loss prevention

- Reduce theft
- Reduce inventory shrinkage
- Detect suspicious behavior
- Decrease slip-and-fall claims
- Discover employee sweethearting
- Integrate with your POS system
- Analyze and resolve EAS incidents

### Improved safety and security

- Ensure continuous and event-driven video surveillance
- Investigate crime and identify suspects

### Optimized merchandising and operations

- Control stocks
- Optimize store layouts
- Improve signage and displays
- Determine shop space value
- Allocate staff where needed

### Enhanced customer experience

- Study employee/customer interactions
- Assess customer flow
- Understand customers' buying behaviors

**“Axis is a company who sets their standards very high, from the outstanding quality of their products right through to exemplary service and support levels. The fact that we have installed thousands of Axis cameras at a leading UK retailer without a single failure, speaks volumes for the confidence we have in partnering with Axis for the long term.”**

Ben Merchant, Operations Manager at KMH Group

# Proven in retail environments all over the world.

- > Acqua e Sapone – Italy
- > Adidas – Czech Republic
- > Albert Heijn – Netherlands
- > Amavita – Switzerland
- > Ardenberg – Netherlands
- > Benetton – Austria/Spain
- > BILTEMA – Sweden
- > Boots – UK
- > Brothers – Sweden
- > C&A – France
- > Cafe Royal – UK
- > Camper – Worldwide
- > Cape Quarter – South Africa
- > Carolina Herrera – Spain
- > Cases Group – Spain
- > Chemist Warehouse – Australia
- > Citgo Sooper Stop – USA
- > Combi Mart – Republic of Korea
- > Colruyt – Belgium
- > Dagrofa – Denmark
- > Diamend Jewelry – China
- > Douglas Court Shopping Centre – Ireland
- > Echassons Pharmacy – France
- > El Corte Ingles – Spain
- > Flavco Qld. Pty. Ltd – Australia
- > The French Department Store LLC (Galeries Lafayette) – UAE
- > Grape Group, liquor stores – Australia
- > Hessburger – Finland
- > Hindmarch & Co – UK
- > Hughes & Hughes – Ireland
- > Hugo Boss – France
- > ICA – Sweden
- > Intersport Megastore – Netherlands
- > La Despensa Supermarkets – Spain
- > La Pânière – France
- > Lacoste – Spain
- > Lestra Kaufhaus – Germany
- > Lidl – Sweden
- > Lorient Fish auction – France
- > Makro Superwholesalers – Colombia
- > MegaGrinn – Russian Federation
- > Moulin de Païou – France
- > MQ – Sweden
- > Netto – Sweden
- > Newclare Motors – South Africa
- > Nike – Belgium
- > Nine Shopping Centers – Argentina
- > Opencor – Spain
- > Paul Smith – United Kingdom
- > Pescara Fish Market – Italy
- > Phone Wave – United States
- > Piggys – UK
- > Polarn & Pyret – Sweden
- > Ripley – Chile
- > Romero Jara-Jabugo – Spain
- > Saks Fifth Avenue – UAE
- > Sasol Convenience Centre – South Africa
- > Sephora – France
- > Shoprite Checkers – South Africa
- > Spar – Austria
- > Springfield Food Court – USA
- > Stadium – Sweden
- > Superconti SpA – Italy
- > Supercor – Spain
- > Supermarkets Nataalka – Ukraine
- > Target – USA
- > Time Trend Stores – Poland
- > Tobacco stores in the city of Prato – Italy
- > TRUCCO – Spain
- > Victoria Supermarkets – Russian Federation
- > Volkswagen 4S stores – China
- > Xinyu Hendry Holdings – China
- > YUMSAAP CO – Thailand

For further information visit [www.axis.com/retail](http://www.axis.com/retail)  
For the latest news visit [www.retail-surveillance.com](http://www.retail-surveillance.com)

# About Axis Communications

Axis offers intelligent security solutions that enable a smarter, safer world. As the global market leader in network video, Axis is driving the industry by continually launching innovative network products based on an open platform - delivering high value to its customers and carried through a global partner network. Axis has long-term relationships with partners and provides them with knowledge and ground-breaking network products in existing and new markets.

Axis has more than 1,800 dedicated employees in more than 40 countries around the world, supported by a network of over 70,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ Stockholm under the ticker AXIS.

For more information about Axis, please visit our website [www.axis.com](http://www.axis.com).