

Retail



**One smart solution.  
More business benefits.**  
Food and grocery stores

**AXIS**<sup>®</sup>  
COMMUNICATIONS

# Going beyond security...

to enhance merchandising and operations.

With long aisles, multiple checkout lines, and proper handling of peak shopping periods, we know you have a lot on your mind. From shoplifting and cashier fraud to parking lot safety. Not to mention keeping your store profitable. What if you could get help with it all?

As the world leader in network video, Axis gives you the most advanced security and safety benefits for your grocery store. Going beyond traditional surveillance, Axis' network video solutions are cross-functional – meaning you can take advantage of benefits across your whole business. From safety, security and loss prevention to merchandising and store operations. It's the smart way to make your investment stretch further – giving you a quicker return.

## Make smarter merchandising and operations decisions

When you have lots of similar products competing for shelf space and customers' attention, you need to optimize placement and promotions. Axis puts the answers to customer behavior and more at your fingertips. Easily monitor customer flow and conversion rates to fine-tune endcaps and encourage impulse purchases. Spot empty shelves and anticipate peak checkout times to re-deploy staff where they're needed most. In other words, optimize your business.

## Maintain tighter control over loss prevention

Successful stores keep people walking in, and stop goods from "walking" out. From impulse shoplifting to organized retail crime, from opportunistic slip-and-fall scams to cashier fraud, Axis network video and our partner solutions provide analytic tools and the quality evidence you need to root out these problems from your store.

## Improve safety and security

We know that protecting people – both customers and employees – is vital for your business. That's why Axis sets the standard for IP surveillance, offering you the clearest images on the market with HDTV quality for amazing zoom detail and identification possibilities.

## What's on your wish list?

- Make endcaps more profitable
- Protect customers, staff and reduce risk
- Catch "sweethearters" in the act
- Track new product placements and exposure in our store
- POS exception reporting with video
- Make positive ID of thieves easier
- Ensure in-store merchandising plans
- Deter shoplifters

# A perfect fit for your needs

With a deep understanding of retail needs, an open technology platform and the widest range of application development partners in the industry, Axis helps you build a surveillance solution designed specifically for your grocery store — or a whole chain of stores.

## Store surveillance

Going way beyond traditional analog surveillance systems, network (IP) video gives you new possibilities and reduces investigation time. With either local video management software or a cloud-based solution, you can easily monitor every part of your store. You can even view multiple premises in your nationwide or worldwide chain - constantly and conveniently from a single location. Network video's superior image quality provides remarkable details for faster, better decisions and greater protection of people and property.

## Out of stock

When out of stocks occur, everybody loses. Network video helps you prevent this by informing you and your vendors/manufacturers when merchandise needs to be refilled. The result is maximized sales, increased revenue and higher customer satisfaction.

## Heat maps

Heat maps enable you to quickly identify store hot spots, dead areas and bottlenecks. You can quickly get a clear view of customer traffic, and see how to optimize store performance, improve customer service, marketing and promotions.

## Zone counter

Automatically count people in certain areas of your store to instantly access customer behavior analytics, identify busy zones, trigger overcrowding alarms, and evaluate advertising and promotions effects.

## Dwell time

Get a comprehensive picture of your customers' responses to marketing elements with statistics including the number of people in areas of interest and time spent.

## People counting

Get real-time statistics to quickly monitor and compare conversion rates and analyze customer flow generally or in specific areas to refine marketing efforts or better allocate staff.



## Remote viewing

Get remote access to live video at a security central or on your own computer, smart phone, tablet or other device so you can watch your store in real time from anywhere in the world.

## Mobile viewing

Watch your network cameras live. Real-time stream from your camera lets you see what is happening right now direct to your phone or tablet. A quick and easy way to stay on top of your business even if you are on the go.



### Checkout line/queue management

Improve the support of your daily operations at the register/checkout area by reacting quickly and flexibly to flow of customers. Network video helps you to avoid idle time and make sure you don't exceed customer's acceptable waiting time.

### POS exception reporting with video

Detect cashier-related shrinkage with POS integration that tracks suspect patterns and behavior such as unauthorized discounts, manually entered values, incorrect returns processing and cash refund or coupon errors.

### Business compliance solutions

Often invisible in real time and more frequent than suspected, Axis helps you discover how often and to what extent your business rules are violated, by whom, and the impact on your bottom line.



### Covert solutions

Network video is ideal for discreet surveillance. Covert cameras distinguished as a common interior store fixtures give you virtually undetectable – yet crystal-clear image – monitoring wherever you need it.

### Eye-level identification

As a complement to overhead cameras, discreet cameras mounted at eye-level capture vital facial details from a natural angle for enhanced security and identification.

### Video in corridor format

Choose Axis' unique corridor or "portrait-shaped" video image for aisles where traditional landscape would make a large part of the field of view redundant. Your 16:9 format becomes 9:16.



### Parking lot surveillance

With powerful pan, tilt, zoom (PTZ) and other capabilities, you can keep track of both people and vehicles in your parking lot – helping you deter crime, minimize the risk of injury, and enforce parking regulations.

### Loading docks

Optimize both security and operations with intelligent features that recognize if a truck is at the loading dock, identify suppliers by license plate, and integrate with RFID so you can know if goods delivered are complete.

### Remodel and retrofit

Axis video encoders integrate easily into your existing analog CCTV system. Benefit from digital technology without scrapping your investments in an analog system.

# Proven in food and grocery stores all over the world.

- > Albert Heijn – The Netherlands
- > ASPIAG – Italy
- > Blumenfachhändler B&B – Austria
- > Cafe Royal – UK
- > Colruyt – Belgium
- > Favco Qld. Pty. Ltd – Australia
- > Hesburger – Finland
- > ICA – Sweden
- > La Despensa Supermarkets – Spain
- > La Panière – France
- > Lidl – Sweden
- > Lorient Fish auction – France
- > Mercao Ittico – Italy
- > Moulin de Païou – France
- > Netto – Sweden
- > Osaka Izumi Co-operative Society – Japan
- > Piggys – UK
- > Romero Jara-Jabugo – Spain
- > Spar – Austria
- > Superconti S.p.A – Italy
- > Supermarkets Natalka – Ukraine
- > The Co-operative Food – UK
- > Victoria Supermarkets – Russian Fed
- > YUMSAAP CO – Thailand

## A trusted partner

Axis is there to serve you — with dedicated support for wherever you are in the world, including service partners in numerous countries. Axis is also an active member of several large retail and food industry organizations around the world such as FMI, LPRC and NRF, to better understand the challenges food and grocery store retailers face.

- > FMI (Food Marketing Institute)— USA
- > ASIS Retail Council – USA
- > Advisory Board: Loss Prevention Magazine & Loss Prevention Research Council – USA
- > NRF (National Retail Federation) – USA
- > National Association Of Convenience Stores – USA
- > Svensk Handel – Sweden
- > British Retail Consortium – UK
- > EHI (German Retail Institute) – Germany
- > PERIFEM – France
- > RCC (Retail Council of Canada) – Canada
- > RILA (Retail Industry Leaders Association) – USA



### Focus on sustainability

As a global company, Axis aims to follow and promote good sustainability practices and high ethical standards, reduce the environmental impacts of our activities and help our customers and partners do the same. To that end, Axis joined the UN Global Compact in 2007 and has adopted its ten principles on human rights, labor standards, the environment and anti-corruption. We also perform studies to track the environmental impact of products' energy consumption during years of use by customers, and work hard to develop products with good energy performance.

### The benefits of going digital

As the world leader in network video, Axis offers you all the superior benefits IP surveillance has to offer. Access live, HDTV-quality video anytime, anywhere. Take advantage of intelligent video functions and analytic tools. And perhaps best of all, it's the easiest, most cost-effective way to build a smart surveillance system for where you are today and where you want to be tomorrow. Since Axis' world-leading range of network video products are based on open standards, you can implement exactly what fits your needs and budget now — even integrating with what you already have — while positioning yourself to take advantage of new, advanced features in the future.

# 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 1,600 dedicated employees in more than 40 countries around the world, supported by a network of over 65,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ OMX Stockholm under the ticker AXIS.

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

[www.axis.com/retail](http://www.axis.com/retail)

[www.retail-surveillance.com](http://www.retail-surveillance.com)

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