

Retail



**One smart solution.
More business benefits.**
Convenience stores and gas stations

AXIS[®]
COMMUNICATIONS

Going beyond security...

to enhance merchandising and operations.

With activity happening in your store 24/7, we know you have a lot on your mind. From shoplifting and cashier fraud to unattended deliveries. 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 convenience store and/or gas station. 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

What's the best shelf for a particular product? Which endcaps are attracting customers? Does customer behavior vary at different times of day? Axis puts the answers to these and many other questions at your fingertips. Easily analyze metrics such as customer flow, the conversion rate and dwell time. Spot empty shelves and anticipate peak checkout times to reduce customer waiting times. 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 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, especially when you're keeping late-night hours and handling large amounts of cash. 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?

- Catch "sweethearters" in the act
- Make endcaps more profitable
- Protect customers & staff
- Monitor unattended deliveries
- Make positive ID of thieves easier
- Tie into 3rd-party systems for visual context
- Deter shoplifters and loiterers
- Verify drive-offs

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 convenience 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.



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.



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.



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.

Public view monitors

Long known to help reduce theft, with Axis network video everyone entering your store will see their actions displayed with HDTV clarity – deterring theft, violence and fraud.

Unattended deliveries

Receive deliveries at any time of day without taking your busy store personnel away from their other duties. Special operations security professionals can remotely monitor your deliveries from a monitoring center with live video.

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.

License plate recognition

Network video is ideal for verifying gas drive-offs. Axis helps you capture license plate data continuously for immediate or subsequent identification, with real-time alerts and convenient search facilities.

In-store customer engagement

Improve your in-store customer engagement by using network video to maximize employee output where it matters, in the store. The shopper-focused solution helps you address and improve the customer experience, increase shopper satisfaction and drive higher sales.



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 convenience stores and gas stations around the world.

- > Alfa-Nafta – Ukraine
- > Castrol Automork Shop – Taiwan
- > Citgo Sooper – USA
- > Combi Mart – Republic of Korea
- > Hindmarch & Co – UK
- > Kwik Trip – USA
- > Newclare Motors – South Africa
- > Olea S.A. – Spain
- > Posto Túlio – Brazil
- > Sasol Convenience Centre – South Africa
- > Tobacco stores in the city of Prato – Italy

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 the National Association of Convenience Stores as well, as several large retail and food industry organizations around the world, to better understand the challenges convenience store retailers face.

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

www.axis.com/retail

www.retail-surveillance.com

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