

Retail



Making the difference for retail.

Professional network
video solutions.

New possibilities, greater gains.

The retail industry faces tough challenges, including fierce competition, low margins and external/internal losses. Within retail, video surveillance systems have traditionally been used for safety and security. Axis network video solutions take such systems to a new level by addressing all these challenges. With pro-active surveillance and monitoring, you may experience greater loss prevention, improved merchandising, and many more functions that make sound business sense in every retail operation, whether you run a single shop or a whole chain of stores.

Greater loss prevention

CCTV has long been known to help reduce theft, particularly 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 suspect behavior and facilitate positive identification. And they integrate with your available systems to reveal and minimize all kinds of shrinkage-related activities. They can for instance be combined with your EAS system to ensure complete, high quality video coverage of all EAS incidents.

Integrate with POS exception reporting system

With Axis network video, you can quickly identify common mistakes, misunderstandings and innovative ways to manipulate the POS system.

POS exception statistics (from single or multiple stores) make it easy to detect any suspect patterns and behavior. This in turn enables you to continuously develop your staff training tools, and to ensure that you always stay one step ahead in preventing internal loss. You 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

Improved safety and security

Axis network video solutions enable rapid detection of potential incidents, so you can intervene quickly when needed, and identify any false alarms. The result is a much higher standard of overall security, which means a safer, more secure working environment for your staff.

Ensure staff security and protect your assets

Reliable protection is not only important during lonely nights at a gas station or a 24-hour convenience store. It is as relevant in stores with large amounts of cash, high-value products or high-risk products, such as medicine and alcohol. With Axis network video, extra cameras are easily added to specific product sections or check-out areas. Video images can be stored on a local or remote server, ensuring that recordings are protected from intruders.



Enhance surveillance efficiency

High-quality video, such as HDTV, is a great help when investigating crime. While conventional video tape images deteriorate with use, the image quality you get from Axis network video remains constant over time. Digital images are sharp and can be viewed hundreds of times without losing quality. And the high quality saves you valuable time when making identifications.

The use of intelligent network cameras with motion detection and active tampering alarm also contributes greatly to quick detection of suspect actions outside your store or inside the store after opening hours.

Optimized merchandising and operations

Axis provides a shortcut in the time-consuming task of gathering data from multiple systems and sites. In fact, our network video solutions can give you a real boost in store performance.

Understand customer behavior

Strategically placed cameras can be used to record and measure consumer activity and understand buying behavior, so you can 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 get invaluable information about your customers.

Ensure customer satisfaction

Network cameras can identify empty shelves and alert staff that they need to be restocked. They can also let you know when a queue is too long, so you can open more cash registers. In other words, network video

enables you to place staff where they are most needed, and to optimize staff shifts to meet customer demands. Long lines, empty shelves and blocked aisles are history.

Improve your marketing efforts

Network video enables immediate evaluation of marketing and promotion campaigns. You quickly find out whether your end-caps, in-store signage, and display windows really attract customers. Your customer and POS metrics are only a mouse click away, enabling strategic marketing decisions to boost your sales. And it can all be done in real-time and remotely, for single or multiple stores.

How it works.

In-store monitoring

In-store monitoring of real-time or recorded images is easy from any of your authorized PCs connected to the IP network. Video monitoring, event management functions, analysis, and recording can be performed using specialized video management software. Video can be recorded continuously, for instance, on schedule, on alarm and/or on motion detection. The software can have multiple search functions for recorded events.

Axis network cameras

Axis network cameras are the most advanced, intelligent and versatile on the market. They run on Ethernet networking, providing 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 can relieve your security guards from the time and effort wasted in responding to false alarms.

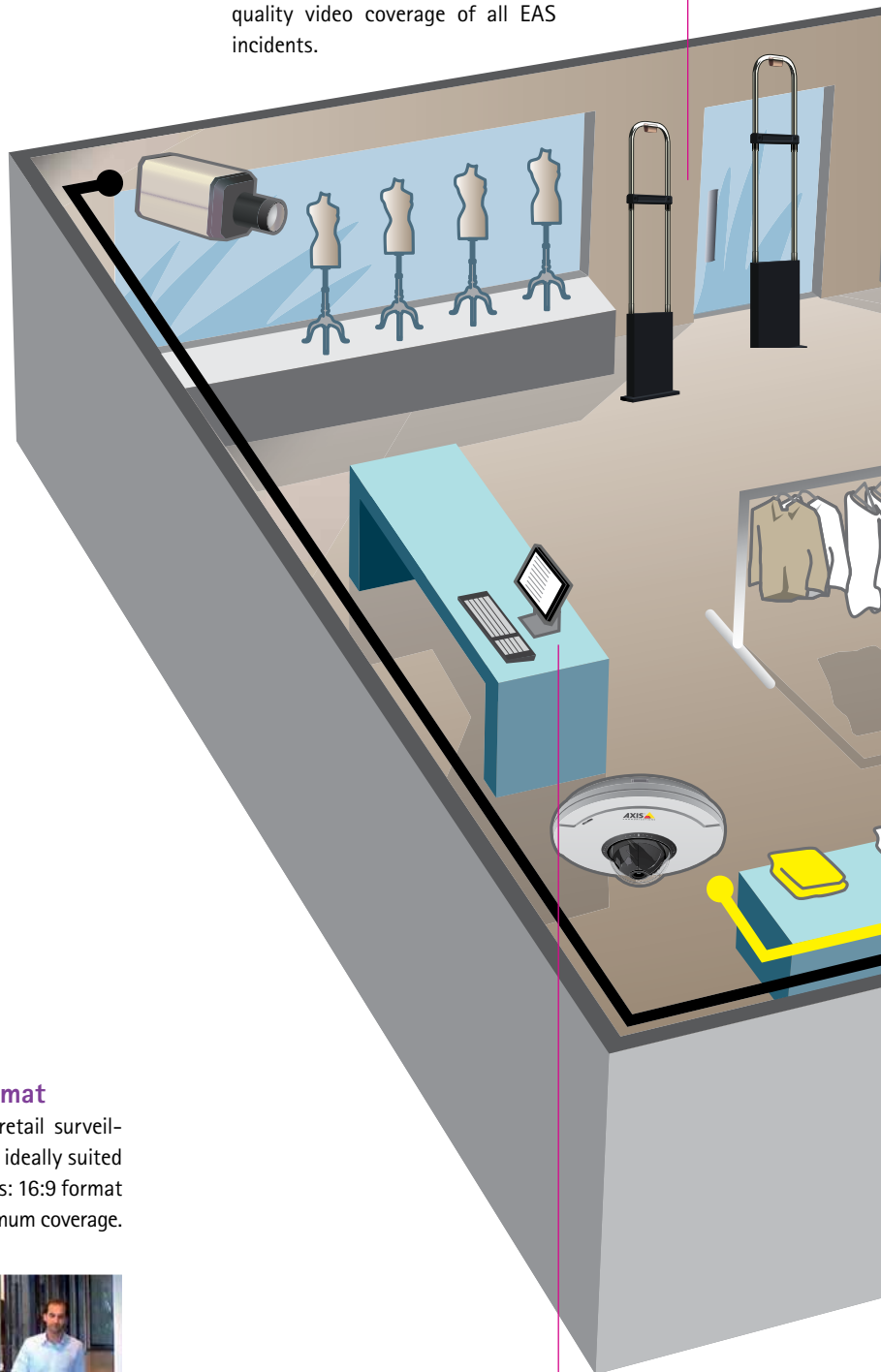
Reduce in-store hardware count

A cloud-based video surveillance system gives you many advantages such as access to live and recorded video from any location, remote storage of all recordings and 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.



EAS integration

It is possible to integrate the Axis network video system with your EAS system to ensure complete, high quality video coverage of all EAS incidents.

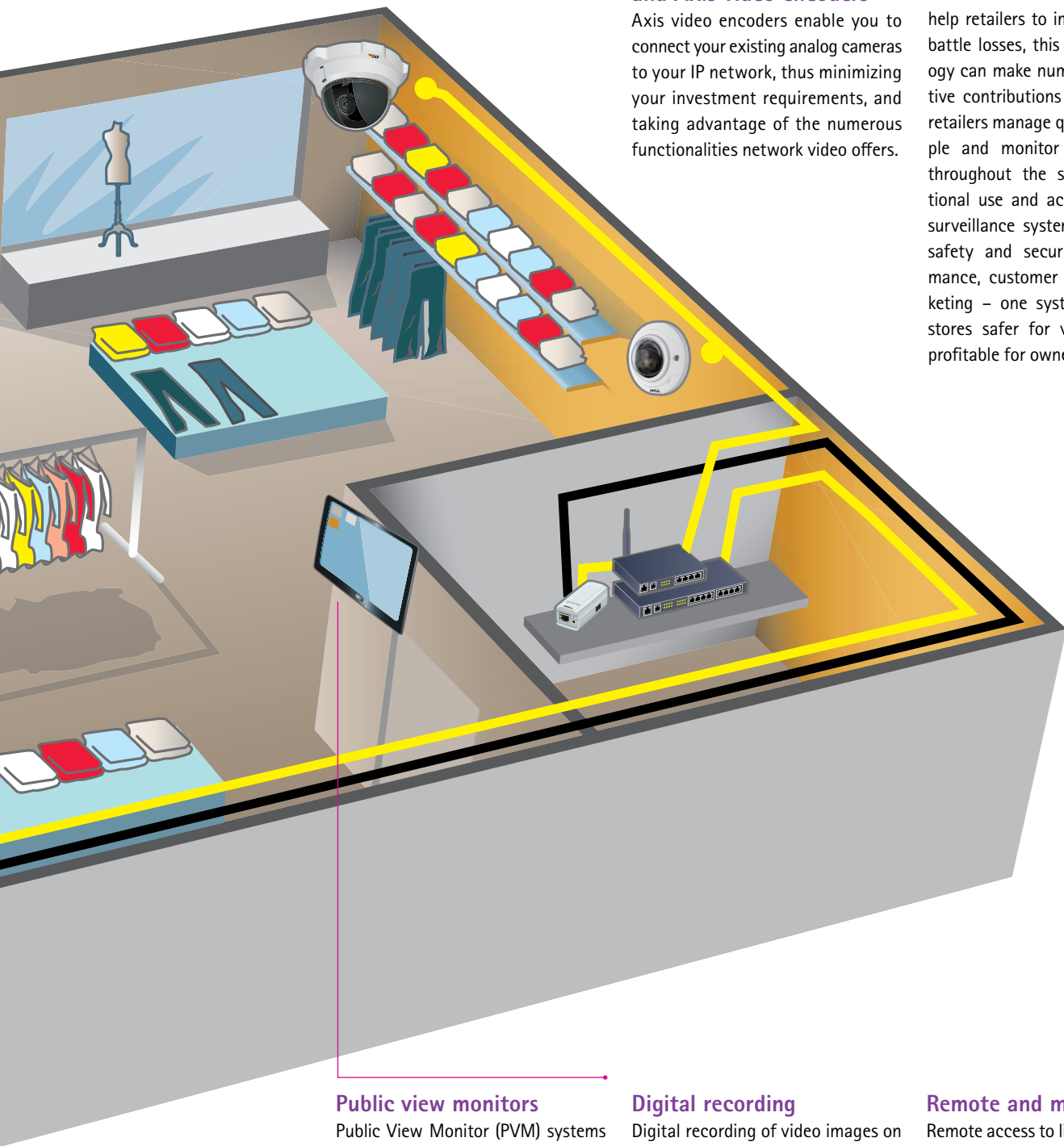


Axis Corridor Format

Perfectly adapted to retail surveillance applications and ideally suited to retail shopping aisles: 16:9 format becomes 9:16 for maximum coverage.

POS integration

The network video system easily integrates with your POS system. It enables remote monitoring of real-time and historic POS transactions with associated video.



Analog cameras and Axis video encoders

Axis video encoders enable you to connect your existing analog cameras to your IP network, thus minimizing your investment requirements, and taking advantage of the numerous functionalities network video offers.

Cross-functional usage

Network video solutions can not only help retailers to improve safety and battle losses, this versatile technology can make numerous other positive contributions including helping retailers manage queues, count people and monitor customer routes throughout the store. Cross-functional use and access of the video surveillance system helps you with safety and security, store performance, customer service and marketing – one system making retail stores safer for visitors and more profitable for owners.

Public view monitors

Public View Monitor (PVM) systems combine digital signage with live video of the retail environment. Network video is the scalable, flexible, and cost-effective route to powerful PVM solutions. A system like this reassures the customers you want to keep and discourages the ones you don't. It therefore not only reduces losses, but also improves customer relations.

Digital recording

Digital recording of video images on standard PC servers rather than proprietary equipment such as DVRs radically reduces management and equipment costs. All video data can be saved on a central server – even in a remote location to prevent tampering – with efficient access from any authorized PC.

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. A quick and easy way to stay on top of your business even if you are on the go.



Solutions for any type of retail environment

Do you have a single shop? A chain of stores? Franchises, malls or other retail environments? Studies of the trends in the retail industry all reach the same conclusion: network video technology is replacing analog surveillance systems. And Axis has the largest installed base of network cameras in the world. We have proven solutions, whatever your needs may be.

You probably find yourself in one of these positions:

- > **You already have an analog CCTV system in operation.** Axis helps you make a seamless switch to network video technology while protecting your existing investments. Simply combine your present system with Axis video encoders to start your move towards network video.
- > **You have a network video system but need to expand it.** Axis solutions are fully scalable and compatible with your existing infrastructure – so you can leverage your investments.
- > **You are about to build a complete new surveillance system.** Axis solutions are based on open standards – so they work with proven, industry-standard 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 the latest in network video, and leverage your investments. Thanks to open standards, Axis network video systems are reliable and future-proof. You gain instant access to all the benefits of network video from the market leader. And you position yourself 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

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
For the latest news visit 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 customers 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.