

Retail



**One smart solution.
More business benefits.**

Pharmacies

Going beyond security...

to enhance merchandising and operations.

With activity happening in your pharmacy 24/7, we know you have a lot on your mind. From shoplifting and valuable inventory to late-night staff security. Not to mention keeping your pharmacy 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 pharmacy. 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 business operations. It's the smart way to make your investment stretch further – giving you a quicker return on your investment.

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 valuable goods. That's why Axis sets the standard for network video surveillance, offering you the clearest images on the market with HDTV quality for amazing zoom detail and identification possibilities.

Make smarter operations decisions

What's the best shelf for a particular product? Which areas in your pharmacy 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 risk and shrink

Successful businesses maintain a consistent flow of customers and deliver improved customer service while monitoring cash control procedures, including POS integration, sweethearting and difference of inventory. Axis network video and our partner solutions provide analytic tools and the quality evidence you need to root out these problems from your pharmacy.

What's on your wish list?

- Protect customers and staff
- Improve safety
- Gain customer insight to better plan your pharmacy layout
- Ensure proper cashier staffing to prevent customer back-up
- Make positive ID of thieves easier
- Catch "sweethearters" in the act
- Reduce credit card theft
- Deter shoplifters

A perfect fit for your needs

With a deep understanding of pharmacy owners' needs, an open technology platform and the widest range of application development partners in the industry, Axis helps you build surveillance solutions designed specifically for your pharmacies.

Pharmacy surveillance

Going way beyond traditional analog surveillance systems, network 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 pharmacy. You can even view multiple premises—constantly and conveniently from a single point or multiple locations. Network video's superior image quality provides remarkable details for faster, better decisions and greater protection of people and property.



Eye-level identification

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

Covert solutions

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



Remote and mobile viewing

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.



Monitor difference of inventory

When difference of inventory occurs, everybody loses. Network video helps you prevent losses by monitoring pharmaceutical transactions and keeping track of your valuables. The result is maximized sales, minimized loss and higher customer satisfaction.

Tie video into public view monitors and digital signage

Public View Monitor (PVM) systems display selected video to the public. For example, customers may see live images of themselves as they enter the pharmacy or while they wait their turn, sending a strong message that video surveillance is in place. Multi-function systems include digital signage, which you can also use to reinforce promotional activities.



Improved surveillance for long, narrow spaces

Choose Axis' unique corridor format, in which the video image is rotated vertically. This is ideal for narrow, long spaces such as the drive-thru, where traditional landscape would make a large part of the field of view redundant. Your 16:9 format becomes 9:16.

POS exception reporting with video

Detect cashier-related shrinkage with POS integration that tracks suspect patterns and behavior such as unauthorized discounts and manually entered values. Also monitor and record transactions.

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.

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, and better place your key products.



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.

Our customers say it better.

"We are quite satisfied with the improvements we have experienced thanks to the implementation of technologies such as IP video, as they help us not only to make our business safer, but to improve its operations and optimize resources. This is highly essential in times of economic difficulties such as the present one, in order to continue to be competitive."

– Alfredo Castelló, Pharmacy Manager

"All in all, the video surveillance with Axis network cameras has increased the feeling of security for everyone: the employees and customers feel they are better protected and management can see that the employees can now react better to theft and troublesome behavior from customers."

– Antoine Ody, STVS SA., Axis Partner

"Having video evidence is extremely persuasive – most times, we don't even have to call the police."

– Nicolas Confaits, pharmacist, Echassons Pharmacy.

References

- > Amavita, Switzerland
- > Castello pharmacy, Spain
- > Chemist warehouse, Australia
- > Echassons pharmacy, France
- > Pharmacie Saint Benoit, France



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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