

Retail



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

Fast food and food service

AXIS[®]
COMMUNICATIONS

Going beyond security...

to enhance operations.

With long lines at the registers, cars piling up in the drive-thru, and proper handling of busy lunch shifts, we know you have a lot on your mind. From sweethearting and credit card theft to safety and accident prevention; not to mention keeping your restaurant 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 quick-service restaurant. 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.

Make smarter operations decisions

Busy quick-service and fast casual restaurants with sales occurring at various windows and registers can be hard to manage. Axis puts the answers to customer behavior and more at your fingertips, making it easier to improve guest count sales and highlight new product launches. Monitor customer and drive-thru queues and anticipate rush hours to better plan your resources, save on labor, and schedule your staff when they're needed most. 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 credit card fraud. Axis network video and our partner solutions provide analytic tools and the quality evidence you need to root out these problems from your restaurant. And we will also help you regain control over spaces like the customer lobby and parking lot.

Improve safety and security

We know that protecting people – both customers and employees – is vital for your business. We also know the importance of compliance with food safety regulations. 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?

- Monitor cash handling activities and customer lobby
- Reduce risk; mitigate liability
- Improve safety
- Enhance your customers' experience
- Ensure proper cashier staffing to prevent customer back-up
- Catch "sweethearters" in the act
- Monitor unattended deliveries
- Reduce credit card theft

A perfect fit for your needs

With a deep understanding of quick service and fast casual restaurants' 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 restaurants and can be deployed across your enterprise.

Restaurant 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 restaurant. You can even view multiple premises in your nationwide or worldwide chain – 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.



Tie video into public view monitors and digital signage

Public View Monitor (PVM) systems display selected security surveillance video to the public. For example, customers may see live images of themselves as they enter your restaurant or while they wait in line, 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.

Remotely monitor unattended deliveries

Optimize both security and operations with intelligent features that recognize if a truck is at the delivery area, and further identify suppliers by license plate. You may receive deliveries at any time of day without taking your busy store personnel away from their other duties.



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.



Queue management

Improve the support of your daily operations at the register by reacting quickly and flexibly to flow of customers. Network video helps you to avoid idle time and make sure you don't exceed customers' 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, no sales or coupon errors.

Business compliance

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 common interior fixtures give you virtually undetectable monitoring with crystal-clear image quality wherever you need it.

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.

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.

Parking lot and drive-thru surveillance

With HDTV, intelligent video and other capabilities, you can keep track of both people and vehicles in your parking lot and/or drive-thrus — helping you deter crime, minimize the risk of injury, and enforce parking regulations.



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 service businesses all over the world.

- > Autogrill - Spain
- > Café Coffee Day - India
- > Café Royal - UK
- > Grupo Restalia - Spain
- > McDonalds - Estonia
- > Moulin de Païou - France
- > Jersey Mike's Subs - USA
- > Kings Subs and Pizza - USA
- > Springfield Food Court - USA
- > Seattle-based restaurant chain - USA
- > Tzen's Mochi - Taiwan
- > YUMSAAP - 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.

- > Restaurant LP & Security Association - USA
- > NRF (National Retail Federation) - USA
- > Svensk Handel - Sweden
- > British Retail Consortium - UK
- > EHI (German Retail Institute) - Germany
- > PERIFEM - France
- > 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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