

# Network video – professional surveillance solutions

*Bringing the full benefits to your retail business*



**AXIS**<sup>®</sup>  
COMMUNICATIONS

In the retail industry, network video systems provide a whole new level of pro-active surveillance and monitoring.

Network video technology not only offers superior loss prevention. It can also be used to boost sales, improve staff and customer security, optimize store layouts, boost productivity, count people, monitor flow control, and many more key functions. So the return on investment is very fast.

In other words, whether you run a single shop or a whole chain of malls, network video makes a noticeable improvement in your bottom line. That's why it belongs in the toolset of any successful retail operation.

## The difference network video makes

The retail industry faces tough challenges. Theft and inventory shrinkage are obvious causes of lost profit that are traditionally fought with surveillance systems. The embedded intelligence in Axis network video solutions can offer instant benefits to your business. Not only by helping you win the battle of protecting your business by preventing crime, but also by making major positive contributions to planning and maximizing your profits in so many other ways.

### Improved safety and security

Axis network video solutions enable rapid detection of potential incidents. This in turn enables rapid intervention when needed, but also quick identification of false alarms. The result is a much higher standard of overall security, which means a safer, more secure working environment for your staff – a further contribution to morale.

### Improved control and flexibility

Axis' user-friendly network video solutions enable remote and local monitoring of stores at any time and from any place. And you can keep tabs on the activity in an entire store, multiple stores, stockrooms etc, all without having to be an IT expert.

### Improved store management and true customer satisfaction

With Axis network video solutions, 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. It also boosts productivity by enabling you to place staff where they are most needed and see that shelves and racks are restocked. Using real-time video data, you can monitor your displays remotely, to ensure that they are in line with specifications and make the desired impression. And you can even remotely troubleshoot problems with installed equipment.

### Reduced inventory shrinkage and true POS integration

You are probably painfully aware of what costs you incur from employee and customer theft and other "unidentified losses".

Axis network video solutions take video surveillance to a new level, with sharper, high-resolution images that facilitate identification. Integration with the POS (Point of Sales) opens up for enhanced POS exception investigations with high quality video. EAS incidents can also be analyzed using high quality video. You can quickly search and view the data from your transaction system linked with video evidence to determine the cause of exceptions. Wrong-doing is thus quickly discovered and identified. The result is reduced theft, improved staff morale – and improved staff skills.



## About people counting

Using Axis intelligent video applications such as people counting, you are empowered with a very pro-active means of

- > Getting real time information about customer flow as well as statistics from the past
- > Investigating marketing campaign impact on customer flow
- > Matching staffing levels to customer traffic
- > Adjust the number of open cashier lanes and staff levels
- > And much more.

A people counting application is easily integrated into an Axis network video solution for retail.

## Why network video works

Your retail business can benefit significantly from Axis network video. As the world's leading expert in this rapidly growing field, Axis is able to offer cutting-edge and well-proven solutions. Here's why our solutions make the difference:

### Handles many tasks at the same time

Axis network video solutions let you perform a number of key tasks simultaneously. In addition to meeting your essential surveillance needs to prevent shrinkage, improve staff security and store management, you can also count customers, integrate alarm functionality, even have your electronic cash registers integrated with the network video system to ensure that every transaction is monitored and no irregularities occur. This integration capacity means a very fast return on your investment.

### Gives access to live video at anytime, from anywhere

You can see what's going on in your shop, in real time, 24 hours a day, without having to be physically present onsite. Everything your network cameras pick up you can view and/or record wherever you are. And you have the same remote access to all of the intelligent functions provided by Axis network video systems. All in a secured way.







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### Delivers superior image quality

Axis network video means crystal-clear images and high-quality recordings. Digital images, now also available with megapixel resolution, are crystal-clear. This makes it easy to track and review situations, identify people and get a clear view of transactions. Moreover, you have access from your hand-held computer, so you don't even need to sit at your computer. And while conventional video tape images deteriorate with use, the image quality you get from network video remains constant over time.

### Is easy to use

You don't need to be an IT expert to operate an Axis network video system. Axis uses standard IT technology and computers, so no special training is needed. And of course you can restrict access to authorized personnel only.

### Saves money and lowers the total cost of ownership

Do you already have a network infrastructure in place? Keep it! Axis lets you make use of your existing investments, while giving you a scalable system that grows with your needs. Additional cameras and storage capacity, even new technologies, are all easily added, thanks to Axis' strict use of open industry standards. Maintenance costs are low and installation costs are minimal, thanks to such technologies as Power over Ethernet, i.e. power to the network camera via the same cable as for network connection.

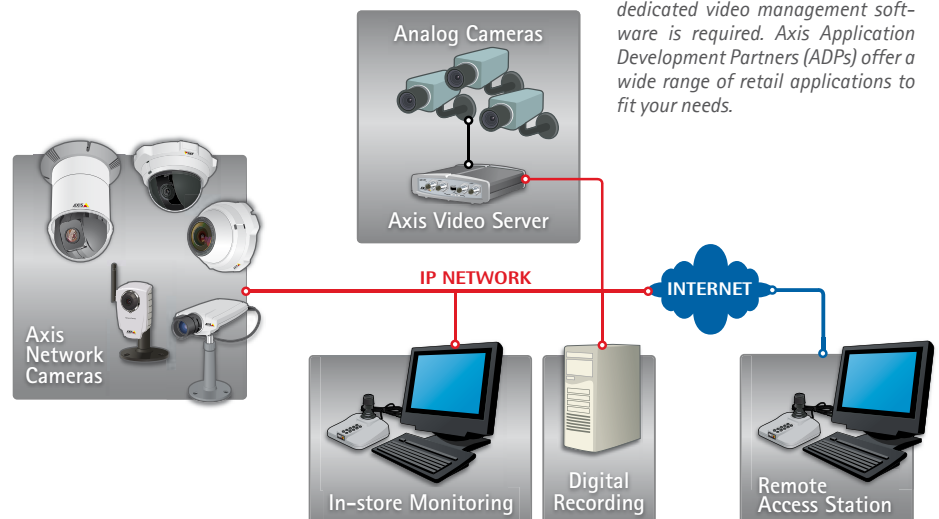
### Gives intelligence where you need it

Intelligence is built right into Axis network video products, taking surveillance to a whole new level. Our advanced network cameras have built-in motion detection and alarm management so the camera knows when to send video, at what frame rate and resolution. Event-driven surveillance can relieve your security guards from the time and effort wasted in responding to false alarms. Alarms can activate automated SMS or e-mail messages. Cameras can send images of a break-in to a specific security guard's phone or PDA, enabling him to assess whether or not his presence is required. Other intelligent algorithms, such as people counting, are also being integrated into network video products, giving you data in more manageable forms and with higher levels of accuracy.

### HOW IT WORKS

Axis network video products run on Ethernet networking. They provide an easy way to capture and distribute high quality video over any kind of IP network or the Internet. The video can be stored at remote locations for convenience and security, and the information can be transported in a secured way over the IP network or Internet. Using standard PC server hardware for video recording and storage rather than proprietary equipment (such as DVRs) radically reduces management and equipment costs, particularly for larger systems where storage and servers are a significant portion of the total solution cost.

Video management software supplies the basis for video monitoring, analysis, and recording. To view several cameras at the same time, dedicated video management software is required. Axis Application Development Partners (ADPs) offer a wide range of retail applications to fit your needs.





## The cost-effective approach to a future-proof system

Individual shops, chains of stores, franchises, malls or other retail complexes? Studies of the trends in the retail industry all reach the same conclusion: analog surveillance systems are being replaced by network video technology.

This puts you in one of three positions:

- > You already have an analog CCTV system in operation.
- > You have a network video system but need to expand it.
- > You're about to build a complete new surveillance system.

If you're about to switch from analog, Axis helps you make a seamless switch to network video technology while protecting your existing investments. Simply combine your present system with Axis video servers to start your move towards network video. Axis solutions are fully scalable and compatible with your existing infrastructure – so you can leverage your investments. And Axis solutions are based on open standards – so they work with proven, industry-standard equipment, giving you maximum flexibility. This makes them reliable and future-proof – and allow you to take advantage of new, advanced features.

### Why Axis?

Axis is the world's leading expert in network video. In fact, network video started at Axis. We invented and launched the first network camera back in 1996, and we continue to lead this market, thanks to cutting-edge products that deliver real value for every kind of retail application.

Working with an extensive network of industry and application development partners, we can fit the ideal video solution around your needs – now and in the future. Not only do we claim that Axis network video solutions offer exceptional surveillance capabilities. The effectiveness of our solutions has been proven in retail environments around the world.

If you are looking for solution that will actually improve your bottom line, contact Axis – the world leader in network video.

## Proven in retail environments all over the world

An increasing number of retailers experience the benefits of network video: Hughes and Hughes, Hugo Boss, Zerodegrees, Target, IKEA, Jardine Motor Group, Saks 5<sup>th</sup> Avenue, Carolina Herrera, and many more...

### Citgo Sooper Stop, USA

*"The network video system gives me state-of-the-art security at an affordable price."*

### Hughes & Hughes, Ireland

*"Thanks to Axis network cameras, I typically watch trading across our stores for about an hour or two per day. There is no better tool for gauging our business."*

*The information I get from what I see helps me make more informed management decisions."*

### Hugo Boss, France

*"What appealed to us was the ability to access the images transmitted by the Axis network cameras installed over the 3 floors of the shop in real time, in complete safety, and from anywhere in the world."*

### Romero Jara-Jabugo, Spain

*"I have increased the productivity of my employees in addition to achieving a remarkable security level in the company."*

### Stadium, Sweden

*"Each and every security arrangement helps fight crime and makes our stores less attractive for break-ins and robberies. The extra confidence our staff gains makes it easier for them to control situations that might have gone out of control before."*

### The Grape Group, Australia

*"Axis surveillance solution has proven to be a powerful security tool for us. This has been one of the most valuable investments we've made in the business to date."*

## About Axis

Axis is an IT company offering network video solutions for professional installations. The company is the global market leader in network video, driving the ongoing shift from analog to digital video surveillance. Axis products and solutions focus on security surveillance and remote monitoring, and are based on innovative, open technology platforms.

Axis is a Swedish-based company, operating worldwide with offices in 18 countries and cooperating with partners in more than 70 countries. Founded in 1984, Axis is listed on the Nordic List, Mid Cap and Information Technology exchanges. For more information about Axis, please visit our website at [www.axis.com](http://www.axis.com).

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