

Making the difference for retailers

with Axis network video.





Successfully renewed at Netz TOYOTA AOMORI.

A vehicle license plate recognition system using AXIS P1357-E Network Cameras.



Organization:
Netz TOYOTA AOMORI
Co., Ltd.

Location:
Aomori City, Japan

Industry segment:
Retail

Application:
License plate recognition,
merchandising and
operations

Mission

Netz TOYOTA AOMORI, the Aomori Dealership of Japan's world-famous leading car manufacturer Toyota relocated in October 2013, opening new premises. This new dealership introduced a license plate recognition system for customers visiting the premises, and this incorporates Axis network cameras. Originally, the dealership had not planned to introduce this system. However, they saw it already in operation at another dealership in a different prefecture, and witnessed how well it worked, and thus made the decision to go ahead with its installation.

The Aomori dealership carried out internal research and training on how they could increase customer satisfaction, and have been paying much attention to increasing their time interacting with customers and providing them with better service. The introduction of this new system lets dealership personnel immediately confirm details of customers visiting the dealership. This new system enables even higher levels of customer satisfaction.

Solution

As customers enter the dealership, a sensor is triggered, and an image of the license plate is captured by the AXIS P1357-E Network Camera mounted at the canopy above the parking lot. From this image, the license plate recognition system extracts the license number, and by checking this with both Aomori dealership customer management information and dealership appointment information, the system can determine the customer identity. These results are instantly transmitted over the company network to portable terminals used by dealership personnel.

Result

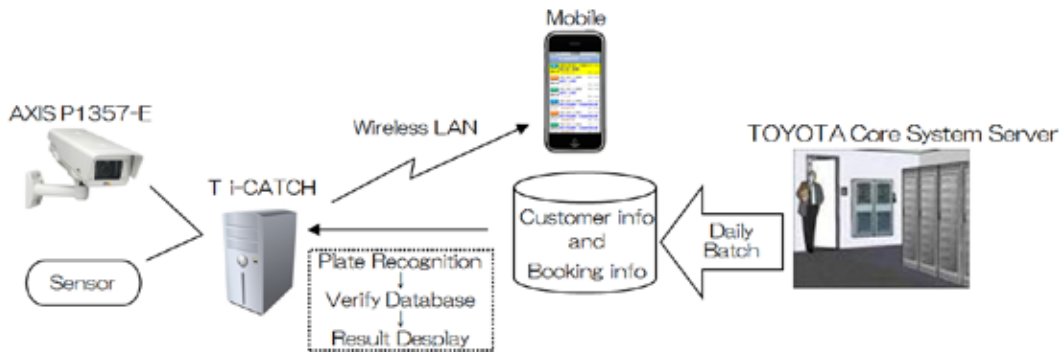
Customers can be identified as soon as they enter the dealership parking lot, and their information is immediately shared with dealership personnel. If they are an existing customer of the Aomori dealership, then even personnel who are not directly responsible for them may greet them by name, and provide them with service.

“ Among both head office and the dealership itself, there were pros and cons to the introduction of this license plate recognition system. We hadn’t intended to introduce this system, but now, I’m very glad we did. Everyone at the dealership is very happy with it. In spite of initial concerns, the introduction of the system has received a high evaluation.”

Akifumi Watanabe, Vice Store Manager, Nets TOYOTA AOMORI Co., Ltd.

Additionally, information input at the time of an appointment is also displayed, with personnel able to interact with the customer as soon as they are recognized. This can improve customer trust in the dealership, and increase business efficiency. The new dealership is approximately double the size of its predecessor, however staff numbers have remained unchanged. The introduction of the new system has resulted in better interaction with customers, as well as more efficient management and operations in a dealership that is larger, yet that has a smaller workforce.

In addition to the license plate recognition system, the Aomori dealership has incorporated other innovations. A first for the North Tohoku region, the fully glassed 3D display space incorporates environmentally-friendly LED lighting, and can display up to eight vehicles at the same time. Additionally, the dealership is on a main road, and is clearly visible to passing vehicles. The waiting area inside resembles a lounge, with a wood finish, and also has a kids' corner. In the midst of this advanced technology, the dealership still manages to provide a welcoming feel that will make customers want to return. This license plate recognition system has been well received, and in the future it is likely to become an indispensable part of car dealerships.



Nets TOYOTA AOMORI Co., Ltd. website
<http://netzaomori.co.jp>



ネットトヨタ青森

Axis cameras deliver loss prevention benefits to global retailer Paul Smith.

AXIS M3014 Network Cameras provide discreet, scalable surveillance today and retail business intelligence in the future.



Organization:
Paul Smith

Location:
UK and worldwide

Industry segment:
Retail

Application:
Loss prevention,
safety and security,
merchandising and
operations

Axis partner:
A1 Data Comms Ltd.,
Milestone

Mission

Fast-growing retailer and fashion designer Paul Smith needed to replace an ageing, failing legacy analogue-based CCTV camera estate located in its 45 stores around the world. Paul Smith's IT department therefore took over the management of the legacy cameras with a view to upgrading the whole system to IP video, over a three year period. To meet its targets Paul Smith needed a system that was capable of lasting at least 10 years. Therefore it required a network camera manufacturer which had global support capability, as well as retail sector expertise and a strong focus on research and development to future-proof the new investment.

Solution

After a painstaking evaluation process, Paul Smith selected Axis network cameras. The company specified AXIS M3014 Network Cameras in all stores, as part of the complete IP video upgrade, with most stores fitted with 8-12 cameras. Additionally, store rooms of some outlets were equipped with AXIS M3005-V Network Cameras. A total of over 550 cameras will have been installed by the end of the 3-year IP video upgrade programme in 2015.

Six stores with known loss prevention issues were earmarked for a hybrid CCTV-IP solution to help deliver rapid results. In these stores AXIS Q7406 Video Encoder Blades were fitted into existing local CCTV servers, enabling current CCTV cameras to be integrated into Paul Smith's new IP-based video surveillance system. 64 analogue cameras have so far been brought onto the network in this way.

Result

Paul Smith is replacing an ageing and unmanageable CCTV estate with a state-of-the-art IP video system. This provides 100% store-wide coverage and HDTV 720p images in all its fully owned stores globally. AXIS M3014 is designed to fit into the same size ceiling void as a standard spotlight and is so discreet that it is often mistaken for a spotlight rather than a powerful HDTV network camera. Paul Smith is able to gather high quality images capable of use as evidence in a court of law. In the future it will also provide a platform to integrate video analytics software for dwell-time analysis, heat mapping, people counting, facial recognition and even CRM and Point of Sale systems integration.

“Today the new system is only used if there is a security incident. But in the future we expect managers in specialist areas like visual merchandising to access cameras to assess whether agreed store layouts for new lines are being observed and whether these are working for store visitors.”

Lee Bingham, Head of IT, Paul Smith.

Centrally managed and future-proofed global network video

Paul Smith is one of the UK's leading retail and fashion success stories with major offices and showrooms in the key fashion centres of the world, including London, Milan, New York, Paris, Amsterdam, Antwerp, Düsseldorf, Sydney and a significant retail presence in 35 countries worldwide. It currently has 24 stores in the UK. The company's growth in the US and across Europe is accelerating with plans to open at least five new stores every year for the next five years. The business has annual sales exceeding £400m today. Founder Sir Paul Smith opened his first shop in his native Nottingham at the age of 24 in 1970 and has now established himself as the pre-eminent British fashion designer.

Paul Smith's Head of IT, Lee Bingham, looks for IP-based solutions which are capable of scaling quickly and effectively and can be managed within the corporate network. To simplify management and bring down costs he only specifies new IT devices and services which will last at least 10 years.

Paul Smith's legacy CCTV estate had grown organically as the group expanded around the world. When the IT department was asked to take over the running of the CCTV systems, Lee Bingham insisted that it must be moved to IP, "If it's not IP then it's not IT, and therefore it made no sense to move its management from our Facilities Management team over to the IT department unless images were going to be accessible on the network by authorised managers from their desktops."

Paul Smith's IT department researched the market, looking for robust, scalable IP video hardware and software. After a comprehensive evaluation Paul Smith chose Axis network cameras, together with Axis video encoders to integrate some of those existing CCTV cameras not being immediately replaced. Axis network cameras deliver images which are recorded on new local servers using Milestone XProtect® Corporate Video Management Software. The installation and networking of the new IP video system in 45 stores globally will take three years and is being carried out by Axis Partner A1 Data Comms.

Lee Bingham, Head of IT, Paul Smith, said, "Just days after the Axis cameras were installed in Paul Smith's new store in Beak Street, London, someone bought goods there with a fraudulent US-based credit card. Because the card wasn't 'Chip and Pin' that person was able to complete the transaction but when we were alerted by the bank that this was fraudulent we were able to refer to the new system's HDTV quality images to identify the suspect, show the fraudulent transaction in progress and then hand the evidence to the authorities.

"Our objective, as soon as the new IP video system has been rolled out globally, will be to build on this investment by extending its value beyond loss prevention. We will work closely with our retail management team to explore the power of the new system - potentially deploying techniques such as facial recognition, heat mapping and dwell-time analytics that enable us to better understand and serve our customers."

The new IP video system provides a cost effective platform for integrating facial recognition capabilities. Applications can be uploaded to local cameras, enabling managers to measure the time customers are spending interacting with a new line of clothing or getting advice from staff. Facial recognition can also be used to detect and alert store managers if known shoplifters or fraudsters enter the store.

Lee Bingham continues, "We see specific value in knowing our best customers wherever we are serving them. We want our best online customers to be recognised as such when they come into store. There would be some logic in being able to integrate our CRM system with an IP video-based facial recognition system to ensure high value customers have the best possible experience in-store. Additionally, we know video analytics can be used to study how customers walk through a store. Heat mapping and dwell-time analytics software could be used to analyse which displays are working best to attract and retain shoppers. Managers can use this business intelligence to investigate further and make improvements. It is this sort of capability that we will be looking to offer to managers in the coming years."



Paul Smith

A1
DataComms

milestone

Toyota Center is enhancing security with the help of an innovative access solution.

This system will mean better tracking of people entering the site and simpler systems for delivery drivers.



Organization:

Toyota Center

Location:

Helsingborg, Sweden

Industry segment:

Retail

Application:

Loss prevention, access control

Axis partners:

Securitas Direct,
Läns Alarm

Mission

Toyota Center in Helsingborg, with more than 30 staff and sales centers in Höör and Landskrona, is one of the biggest Toyota dealers in Skåne. It is a full-service facility, selling new and used cars, offering servicing and repair and supplying spare parts. Over 1,000 cars are sold each year so there is always a high value of stock on the premises. New cars or damaged cars (for repair) are delivered at night, several times a week. The site is relatively large so presents a challenge when it comes to protecting it from unauthorised access after hours, which has resulted in the theft of airbags, GPS units and exclusive alloy wheels.

Solution

Toyota Center wanted a solution that would make it easier for delivery drivers to access the site and also to enhance security and keep track of everyone passing through the gates.

Toyota Center was already working with Securitas Direct and so asked them to develop an appropriate solution. Together with Securitas Direct partner Läns Alarm, an innovative system was installed at the entrance gate, which utilised an AXIS A8004-VE Network Video Door Station: a network-based entry phone system with a camera.

Result

Previously Toyota Center used a system where keys were issued to a number of drivers. This was an old-fashioned system with an inherent security risk as keys can easily be copied or end up in the wrong hands. Under the new system, ID has to be presented and communication with an alarm operator ensures that the right people have access to the site. Statistics showing the number of deliveries and the times of day at which they arrive may also provide a clearer view of the efficiency of the business.

“We already had a service contract with Securitas Direct for the intruder alarm, and now we have simply added the new AXIS A8004-VE Network Video Door Station unit at the gate. This was a simple solution that added a huge amount of value for us.”

Håkan Nordeman, Security Officer at Toyota Center.

New functionality on open platforms

The AXIS A8004-VE Network Video Door Station innovatively combines both intercom and video functionality. The camera used in the entry phone is based on an AXIS P3384 and works as an additional camera in the Toyota Center's existing network video system. In addition to video; audio and button keypad functionality have also been implemented. As the technology is based on open platforms, the user is not limited to a single brand when replacing, integrating or upgrading products in the system. The previous system was based on drivers having their own keys to access the site, which was not feasible in the long term.

“Allowing external drivers to have their own keys to the site is far from an ideal solution, and, in reality, it is impossible to prevent these keys ending up in the wrong hands. Keys going missing results in unnecessary work and costs we just do not need,” says Håkan Nordeman, security officer at Toyota Center.

Besides the camera in the entry phone system, the Toyota Center site also incorporates two outdoor Axis cameras, which monitor the area just inside the gates. When a driver arrives at the site, he presses the entry phone button at the gate, shows his ID to the camera and is let in by the Securitas Direct alarm operator. The light-sensitive camera in the entry phone system ensures high-quality video of the visitor even in strong light or at night. The operator can then ask how long the driver plans to stay on site and what he is delivering. An advanced echo cancellation and noise reduction feature also makes it possible to communicate with the visitor without problems, even if their loud truck is parked right next to the gate.

The cameras inside the gates can then follow the truck after it has entered the site as footage from the cameras is stored on Securitas Direct's server.

Footage from the cameras can easily be accessed by Toyota Center's security manager via an app on his mobile devices so he can check that everything is as it should be.

Security as a service

Customers like Toyota Center who require a security system for small or medium-sized facilities often benefit enormously from a service-based security solution. Security becomes a service that can be outsourced with the help of an Axis AVHS (AXIS Video Hosting Solution); in this case Securitas Direct, which has the option of developing a turnkey solution for its customers. The integration of video and door control functions with the existing alarm service adds significant value for the customer and, as IP products are based on open platforms, they also allow for easy expansion and upgrading of the system as the customer's needs grow.



A Securitas Direct Professional partner

Axis Communications 'dresses' Harridge.

The well-known clothing brand chooses the innovation and quality of Axis network cameras for monitoring its flagship store in Turin.

**Organization:**

Harridge Selected
Menswear

Location:

Turin, Italy

Industry segment:

Retail

Application:

Loss prevention, safety
and security

Axis partner:

Em Energia Impianti
Tecnologici

Mission

The manager of Harridge's Turin store, a well-known high-end clothing brand, needed a precise and comprehensive video surveillance system for monitoring the store's areas, with remote image display capabilities. The owner also needed to be able to monitor the store both during the day and at night, when the lights are left on to illuminate the store windows during closing hours, in a simple, yet at the same time thorough manner and without significant costs for the installed infrastructure.

Solution

The video surveillance system, installed with support from Em Energia, consists of five fixed AXIS M1144-L Network Cameras. The chosen items are compact and inexpensive, equipped with integrated IR illumination for optimal surveillance in all lighting conditions and are able to monitor dark areas such as the store vault.

The system is completed by AXIS Camera Companion software, which enables accessing high-resolution images, also from the NAS recordings, via any terminal device, whether PC, tablet or smartphone.

Result

The adopted solution has made it possible to obtain extremely reliable and discreet video surveillance without disturbing customers or the overall décor of the store. AXIS Camera Companion software allows displaying images remotely, one of the end-client's most-liked features, enabling the situation in the store to be checked in real time and with excellent image quality.

“The video surveillance system is able to offer us HD image quality, perfect for identifying people and any incidents occurring inside our store, as well as ensuring straightforward exporting of video clips and snapshots.”

Alessandro Catanzariti, Chairman & Founder of Harridge.

Efficient and discreet monitoring

Harridge is a well-known high-end clothing brand, and is also an integrated production and retail distribution system. Due to the high quality of the clothes and accessories available to customers, the store manager decided on having a comprehensive and precise video surveillance system in order to monitor the store from both the inside and outside, and via remote image display, for safeguarding the goods and all the investments made for enhancing the store.

The main requirement was that of efficiently and discreetly monitoring the over 2,000 square feet of the store, including the vault where the most precious fabrics and the clothes and accessories most requested by customers are kept. Five AXIS M1144-L Network Cameras were installed with support from Em Energia, an Axis partner specialized in technological systems.

This compact and versatile camera offers integrated IR illumination for optimal day and night surveillance, in natural or artificial light, and excellent HDTV 720p/1MP image quality and resolution. It also provides adjustable IR LED illumination and is perfect for detecting objects within a radius of up to 50 feet, a function particularly useful for monitoring the lower floor of the store, often left in the dark.

The system is completed by AXIS Camera Companion, a truly innovative entry-level solution for small businesses. Characterized by simple and rapid installation, it requires minimal user support, with costs comparable to an analog system with DVR.

“Thanks to AXIS Camera Companion,” explained Luca Massaro of Em Energia, an Axis partner, “recordings are made on the cameras’ SD cards, thus eliminating the need for a network digital video recorder (DVR) or a server, transforming each camera into an intelligent and independent recording device.”

Check the store remotely

Among the characteristics of the video surveillance system particularly appreciated by the client are its simplicity of use and the possibility of remotely displaying images with the support of free Axis mobile apps for iPhone, iPad and Android. This function enables displaying video clips at any time via any terminal device and are really useful for meeting the store owner’s needs and requirements. In conclusion, a scalable and extensible network video solution was installed in the store that protects the user’s investment, as the future addition of new cameras to the system is possible in a simple, cost-saving manner, requiring minimal end user support.

“In view of the imminent opening of the Milan store,” commented Alessandro Catanzariti, Chairman and Founder of Harridge, “we wanted to experiment with Axis Communications IP cameras and we were particularly pleased by the video quality and ease of use. The feature we most appreciated was being able to display images remotely, thanks to the practicality of AXIS Camera Companion, a really useful solution to meet our needs.”



“We chose to work with Axis Communications because they have a really broad range of high-quality products that allows us to always find the solution best suited to the individual needs of clients,” affirmed Luca Massaro of Em Energia Impianti Tecnologici.

HARRIDGE
DEIMILLE

Intelligent technologies and solutions from Axis and TOP-KEY at Celio fashion stores.

Remote access of video increases the level of safety, facilitates the control of any incidents and helps to resource staff.



Organization:

Celio

Location:

Poland

Industry segment:

Retail

Application:

Safety and security,
remote monitoring

Axis partner:

TOP-KEY

Mission

French male clothing brand Celio is represented in over 1000 stores on five continents. In 2013 the company took the decision to enter the Polish market. Celio's management insisted that the new fashion stores be equipped with a surveillance system that would enable remote surveillance via PCs or smartphones. They wanted a reliable system that would be able to hold new functionalities and that could be expanded in both the already existing stores and the newly opened ones.

Solution

Celio decided to assign TOP-KEY the task of having their stores fitted with security systems. The following systems have been implemented as a result: an access control system, an intrusion alarm system and a video surveillance system. The video surveillance system is based on cameras from Axis Communications, the world leader in network video that offers outstanding image quality and real time view.

The intrusion alarm system has been designed on the Satel-Integra control panel that works well as part of advanced security systems.

Result

To access information from a fashion store remotely was a key issue for Celio. The implemented system has provided the managers with a convenient tool for smooth remote surveillance of the stores and a safe way of making information available during an alarm. It enables continuous archiving and recording of the data registered at the stores, which significantly increases the level of safety, facilitates the control of any incidents that take place there and helps with the management of human resources.

“ All the systems and technologies that we have chosen to implement are a guarantee of safety to the fashion stores and enable live control with no interruptions. Their easy operations and seamless implementation have led to the fact that along with the expansion of Celio in Poland the systems installed by TOP-KEY are being enriched with new equipment and new functionalities and put in in newly opened stores.”

Marcin Guziński, TOP-KEY Chief Operating Officer.

Technology for security

In order to make access to the surveillance system possible from outside TOP-KEY has assigned external IP addresses along with VPN tunnelling dedicated to the Axis cameras. Once the surveillance and intrusion alarm systems had been integrated, new functionalities were added to meet all the client's requirements. One of the functionalities consists of the immediate sending of images of people walking into a store to pre-defined e-mail addresses in case of an alarm.

The intrusion alarm system implemented by TOP-KEY and based on the Satel-Integra control panel is also powered with advanced functionalities that make it possible to fulfil even the most complicated requirements imposed on an access control system or for the intrusion system to integrate with other systems.



Fashion retailer has surveillance all sewn up with Axis.

Excellent customer service and seamless partner integration makes Axis the perfect fit for SuperGroup.



Organization:

SuperGroup

Location:

UK and continental Europe

Industry segment:

Retail

Application:

Safety and security, merchandising and operations

Axis partner:

Wavestore, London

Mission

International apparel brand SuperGroup decided to transition its legacy surveillance system to a modern, feature-rich IP network cameras. It needed the new surveillance system to provide greater coverage of the shop floor and high-risk areas, with HDTV quality video for improved offender identification. The retailer requested one, simple, scalable surveillance set-up that could be implemented across its European stores. The facilities to build-in advanced analytics and mobile access were also of fundamental importance.

Solution

Axis partnered with video management software and network video recording specialist, Wavestore, to specify a custom surveillance solution which met all of SuperGroup's needs. Axis' ultra-compact fixed domes from the AXIS M30 and AXIS P33 Network Camera Series were chosen for all SuperGroup's UK installation because of their crystal-clear picture quality and broad field of view.

Axis' camera's versatility allowed them to seamlessly blend in with the unique industrial aesthetic of SuperGroup's stores.

Result

Together with its partner, Wavestore, Axis delivered total surveillance coverage for SuperGroup, while reducing the camera count at each store by between 60% and 80% and increasing incident identification to 100%.

Following successful installations in six of SuperGroup's UK stores, there are plans to install the new system in another 30 stores over the coming year. In addition, Axis and Wavestore have formulated a migration path, using Axis video encoders, to phase out SuperGroup's analogue system.

“With Axis cameras, we’ve reduced the camera count in our stores from 30 to between six and 12, which cover the entire store in perfect HDTV quality. Feedback from our store managers has been fantastic with incident identification now up to 100%. Axis’ support and customer service has been second to none.”

Darren Conway, health and safety and loss prevention manager at SuperGroup.

Axis cameras outperform the competition

SuperGroup is an internationally recognised, UK-based fashion retailer. Its merchandise is sold in approximately 100 countries throughout the world, comprising 105 UK and Continental European standalone retail stores, 71 UK and 56 international concessions, and 143 franchised and licenced stores. The group is known for its strong attention to detail, both in the production of the merchandise and in the layout and aesthetic of its stores.

When looking for a new surveillance set-up, the priority was inconspicuous cameras with HDTV image quality video. When tested against other leading manufacturers’ products, Axis cameras proved to be the most adaptable to SuperGroup’s challenging store environment. Darren Conway, health and safety and loss prevention manager at SuperGroup, explained: “We have a very specific aesthetic in all our stores, characterised by dynamic, low-level lighting, reflective surfaces and LED signs; we’ve found that a lot of cameras lose image detail in these conditions.”

In response, Axis installed a variety of Wide-Range Dynamic Capture cameras to ensure identification quality images were being captured – even on the brightest of days. Darren continued: “With the old system, we had to flood the stores with around 30 analogue cameras. In such a confined space, they really detracted from the look of the store fit-out and we were still experiencing an unacceptable number of blind spots. With Axis, we’ve reduced the camera count to between six and 12 cameras, which cover the entire store in perfect HDTV quality.”

Working in partnership to deliver the best results

One of SuperGroup’s key requirements was to improve image quality of surveillance coverage at each till point whilst not increasing camera numbers. To achieve this, Axis’ unique Corridor Format display was used to switch the aspect ratio of the video footage from a 16:9 to a 9:16 ratio, allowing SuperGroup to maximise its view area.

Working closely with partners, Wavestore, which provided the video management software for the project and NEDAP, the manufacturer of the store’s electronic article surveillance (EAS) system, Axis was able to bring the different aspects of physical security within the store onto one unified platform.

Further integrations between Axis and Wavestore are also being trialled in SuperGroup’s UK stores, where a solution has been devised to automatically notify nearby staff when a customer enters the fitting room area. As well as encouraging better customer service, these smart analytics help to heighten security in a high-risk area.

Applications beyond simple surveillance

When combined with other business intelligence functions, progressive integrations between the SuperGroup’s surveillance and physical security systems ensure an increased return on investment, and benefits beyond straightforward loss prevention. Darren said: “We’ve been very impressed with the system so far and are about to trial some more advanced functionality when we install the system into our next new store opening. Whenever we’ve presented Axis and Wavestore with a problem, they’ve come back with an almost immediate solution. At every stage of the installation, Axis’ support and customer service has been second to none.”



“Axis’ cameras range of view, combined with their ability to capture high resolution detail, mean there’s nowhere to hide for would-be thieves. It’s as if the whole store is on Google Street View, but better because it’s a live stream. Users can zoom in and change the camera angle, look in both directions at once and jump backwards and forwards in time,” says Justin Wheatley, director of engineering at Wavestore.

極度乾燥(しなさい)
Superdry.

 **wavestore**
integrity in digital recording

KT Olleh Avenue uses network cameras for smart store operations.

Network surveillance system uses people counting to lower costs and maximize store efficiency and management.



Organization:

KT Olleh Avenue
Gangnam Store

Location:

Seoul, South Korea

Industry segment:

Retail

Application:

Merchandising and
operations

Axis partners:

Sunjin Infotech,
Cognimatics

Mission

KT Olleh Avenue Gangnam Store is a 24/7 open space where customers have the opportunity to experience and learn about the latest IT devices like smartphones and tablet PCs. Here, visitors can subscribe to all KT's wired and wireless products, receive customer counseling, get their terminals serviced, and enjoy games, movies, and other multimedia contents. The name Olleh Avenue comes from 'avenue' that means street and access road. It signifies a special place where KT can connect, communicate, and commune with customers. As a space for total customer experience, the Olleh Avenue store needs accurate statistical data to ensure the best possible service and customer experience. To this end, employees counted customers manually as they entered the KT store. This system was inaccurate and interrupted other store operations. A solution was urgently needed that would count visitors in real time around the clock.

Solution

After the KT Olleh Avenue Gangnam Store had been in operation for some time, management began considering an alternative method of counting customers.

A low-cost, easy to install and operate system was needed that would accurately collect the vital data without disrupting the store's décor or distracting the employees from their primary duty of delivering customer service. Axis' partner Sunjin Infotech proposed the AXIS M3203 Network Camera with an integrated Smart People-Counter application from Cognimatics for round-the-clock operation. Now installed at the entrance to the KT Olleh Avenue Gangnam Store, this system provides effective data acquisition and store management.

Result

The people counting function of the Axis network camera installed at the entrance to the KT Olleh Avenue Gangnam Store accurately counts customers in real-time around the clock. Administrators need only connect to the camera from a PC to see the hourly/daily/weekly/monthly number of visitors, and there's no need to save the data in a separate server.

“The automated system greatly reduces the workload of employees and saves costs. In particular, I am very satisfied that the accurate numerical data ensures smart store management and improves customer service.”

KT Olleh Avenue Gangnam Store.

The network-based camera enables the main office to use the VPN network to view the number of visitors by branch, and data can be displayed in graph form and downloaded as Excel, XML and API, greatly simplifying statistical analysis. The camera comes with a built-in PoE (Power over Ethernet) function that supplies power through the UTP cable, making it possible to install the solution without having to change the existing interior.

Accurate and numerical data

The KT Olleh Avenue Gangnam Store helps customers experience wired and wireless services. Counting customers and collecting and analyzing data on their responses are considered core elements of store management, but conventional manual counting alone did not supply the accurate information needed to evaluate overall store operations 24/7. The results of special marketing events highlighting the KT Olleh Avenue Gangnam Store's commitment to an open cultural space for multiple experiences were difficult to obtain.

The Axis network camera with an integrated people counting function delivers hourly and daily data with a 95% accuracy rate that far exceeds previous manual efforts. Management now efficiently creates objective operations and marketing reports from automatically collected data.

Improving store efficiency and customer management

With customers being counted automatically instead of manually, store and customer management is significantly more efficient. It is no longer necessary for employees to take turns counting visitors manually or to have an additional employee assigned to counting duty. With each store staff now concentrating on service, customers enjoy a better shopping experience, which is reflected in a better bottom line.

Reports on the number of customers are easily created and submitted via Excel file to the main office and central system for effective store and customer management decisions. As the API of the camera is open, the server connects to the camera, collects queries on an hourly basis, integrates the data in its own system, visualizes it in tables and graphs, and sees store information and conditions round the clock. This data is combined with POS data, and the hourly/daily/weekly/monthly number of visitors, number of purchases and sales are tallied, and appropriate marketing strategies determined based on the purchase ratio and average money spent per customer.

Reducing operating costs

The biggest effect of the Smart Counter is cost saving. The KT Olleh Avenue Gangnam Store is open 24/7, and staffing according to the hourly number of visitors is the most important factor in reducing operating costs. As the counting of visitors manually done by staff members is now performed by the network camera's automated function, it is no longer necessary to have an employee dedicated to counting customers. As a result, better manpower utilization based on the hourly number of visitors, especially during night shifts, is now possible.

The role of the network camera has been extended to that of an analysis tool, which reduces marketing costs and boosts the efficiency of store management. Since a separate server made by another company is not necessary, the system's operating and management costs are greatly reduced. Installation costs are also less, thanks to the simple cable hookup that maintains the store's décor.



Sunjin Infotech 선진인포텍(주)



adidas Czech Republic and Slovakia.

Advanced video analysis used by leading manufacturer of sportswear and sporting goods.



Organization:
adidas Central Europe
East

Location:
Czech Republic and
Slovakia

Industry segment:
Retail

Application:
Merchandising and
operations

Axis partners:
NetRex s.r.o., Cognimatics

Mission

adidas needs no lengthy introduction. Almost everyone knows this leading worldwide manufacturer of sportswear, sports shoes, and sporting goods. However, even a huge corporation like the adidas Group cannot afford to fall asleep at the wheel and is continuously on the lookout for new ways to increase sales and optimize costs. One of the ways chosen by the central headquarters of adidas Central Europe East in Bratislava was to accurately measure traffic in its stores in the Czech Republic and Slovakia.

Management's objective was to find a reliable and accurate way to count the number of visitors to its stores, which can be easily interconnected with other systems that the company currently uses. The requested final output is a functional tool that can be used to measure store performance, monitor marketing campaigns, and plan changes.

Solution

The solution chosen was the People Counting System provided by NetRex s.r.o., a software company focused on developing and supplying modern video network technology applications. The company works in close cooperation with the leading Swedish-based Axis Communications and Cognimatics and uses IP cameras and software manufactured by these companies for its own projects. Thanks to these products, the NetRex solution was able to satisfy the requirements defined by adidas Central Europe East.

The installed AXIS M3113-R Network Cameras combined with Cognimatics TrueView People Counter software are fully connected to a central NetRex platform, which provides a number of services, including a single point for accessing and controlling the functionality of the equipment. In addition, the central platform cuts the costs associated with additional servers, as, in this case, they do not need to be purchased for the company's headquarters and its individual stores.

“An accurate, simple, and reliable solution. I must say that this system, using the leading-edge Axis network cameras and the TrueView People Counter software, is exactly what we envisioned and fully meets our expectations.”

Jozef Barniak, Franchise Development Manager, adidas Group, CEE Market..

Result

The people counting cameras provide management with clear, comprehensive information about the periods of time when store traffic is heaviest. When combined with the information from the cash tills, the system makes it possible to calculate conversion rates that can be used to evaluate the performance of the individual stores. In addition, the solution also provides a tool that can be used for planning shifts and marketing events, based on the actual value potential of visitors to a store as compared to only historical transaction data.

Use of video technologies on the rise

In this particular case, today's high-performance video technologies are used for counting the number of people who enter and pass through a store. The cutting-edge AXIS M3113-R IP cameras, equipped with the high-performance TrueView PeopleCounter smart video application developed by Cognimatics, provide very accurate information about the number of people who are passing through the store and even the direction of their movement. When compared to other technologies, such as optical gates, they are able to record several people arriving or departing at once. The accuracy of the video analysis is 95-99%.

“The implemented software solution is based on AXIS Video Hosting System, which we have significantly adapted to our clients' requirements through intensive development. Key advantages of AVHS include the easy access it provides to the cameras and data, the ability to define user access rights at several levels, and the system's flexibility and ease with which it can be adapted, including many possibilities for integration with third-party software,” says David Capoušek, the Director of NetRex s.r.o., the company that designed, installed, and operates the system in the adidas stores. “The TrueView People Counter application that is integrated into the NetRex system and is used in the connected cameras is truly an excellent product that has been proven in practice over many years for measuring traffic and attendance,” he added.

The hosted system operated on the central platform provides adidas with a cutting-edge solution without the need to obtain its own servers, applications and personnel responsible for this additional hardware and software. One of the many useful functions offered by the central platform is the ability to define automated controls of the status of the connected equipment. If the equipment is disconnected or there is a problem with counting, the service personnel are automatically informed via an e-mail or text message.

Only that which can be measured may be improved

The IP cameras installed at the store entrances transmit information to the central platform about the number of visitors to each store. The NetRex People Counting service processes this data and generates interpretations of it in graphs and table output. Thanks to the interconnectivity of the data, this information is also transferred to the other internal systems used by adidas. The company's management thus has access to a powerful marketing and management tool. It can be used to determine whether a particular marketing campaign is filling the stores with potential customers. At the same time, it makes it possible to optimize staffing on the basis of traffic at individual stores. Thanks to its integration with the company's cashbox system, the company has the ability to calculate the conversion rate, which provides information about how many visitors to a store actually make a purchase. The conversion rate is an accurate key indicator used to measure the performance of each store and makes it possible to compare their individual results.

The present and future

In addition to the system's accuracy and reliability, the company's management greatly values its fast and clean installation, which leads to additional cost savings. The implementation process is also speeded up by the fact that the system can function using the current security principles in place for the local network and therefore no security changes, including modifications to firewall settings, have to be made. The NetRex People Counting service has proven its worth and its expansion into other regions is planned.



adidas
GROUP

NetRex
Vaše třetí oko

COGNIMATICS

Enjoy 4S personalized services anytime, anywhere.

Axis helps GM 4S stores build visual eServices.



Organization:
General Motors 4S stores

Location:
China

Industry segment:
Retail

Application:
Remote monitoring,
license plate recognition

Axis partner:
Shanghai Ziya
Information Technology
Co., Ltd.

Mission

In order to raise customer satisfaction and provide personalized services, General Motors 4S Stores built E-Servers so that customers can visit the 4S Stores via the Internet in the comfort of their homes. They can check the status at any time and obtain prompt information on the condition of their vehicles. To turn this new service into a reality, video surveillance systems and complementary management software were installed in 600 4S Stores across the country to achieve real-time transmission of videos of license plate recognition, inspection, fault verification, repair and maintenance.

Solution

In line with the needs of customers, AXIS P1344 Network Cameras have been installed at the entrance to the inspection lanes of the 4S Stores to ensure that the license plate is captured clearly. AXIS M1114 is used in the work area to carry out concurrent surveillance and

ensure that license plate information is shown. License plate images on vehicles entering the inspection lanes are captured and sent to the E-Server platform, which then processes and classifies the information. A link is then generated on the 4S Store website, and users can login with their account and password and click on the link to view the real-time situation of their vehicles in the 4S Store.

Result

After the launch of E-servers, customers are able to view the real-time conditions of their vehicles via the Internet anytime, anywhere. They can even view the entire repair or maintenance process of their vehicles by simply downloading a special app on their iPad or other terminals. This innovative service model greatly enhances the service level of General Motors 4S Stores and raises customer satisfaction.



“Customers have expressed their comfort and joy in being able to view the real-time repair and maintenance situation of their vehicles in lounges or at home.”

AKGeneral Motors 4S Store Manager.

“ Our objective, as soon as the new IP video system has been rolled out globally, will be to build on this investment by extending its value beyond loss prevention. We will work closely with our retail management team to explore the power of the new system – potentially deploying techniques such as facial recognition, heat mapping and dwell-time analytics that enable us to better understand and serve our customers. ”

Lee Bingham, Head of IT, Paul Smith.

Hang Ten improves customer tracking and store management with Axis network video.



Organization:
Hang Ten (Fung Group)

Location:
Taipei, Taiwan

Industry segment:
Retail

Application:
Loss prevention, safety
and security

Axis partner:
Alpha Pricing Co., Ltd.

Mission

Pursuing a brand identity repositioning program, a low-price apparel retail chain leader had a new-generation video surveillance system implemented when the company was remodeling its retail stores. This was an attempt to reduce transaction disputes and keep a record of how customers move on the premises as well as their product preferences in order to provide a reference for product development and marketing decisions.

Solution

Axis partner, Alpha Pricing Co., Ltd., proposed Axis network cameras to Hang Ten. The proposed Axis network cameras, supported by AXIS Camera Station, a video management platform that is easy to operate, ensured the security of Hang Ten retail stores.

Additional Axis network cameras will be deployed at more than 900 retail stores throughout Mainland China and Taiwan, and each retail store has 2-5 Axis HDTV network cameras including AXIS M1014 and AXIS M5014.

Result

With the Axis digital surveillance technology solution, Hang Ten was able to effectively resolve transaction disputes and help its managers remotely monitor how products are displayed and sold on premises. Hang Ten also plans to have video analysis software implemented in order to gather information on consumer behavior and preferences, which will be transformed into valuable data as an important reference for sales and marketing strategies.

“Images provided by Axis network cameras are clear and excellent, and we are also able to use such cameras for smart surveillance and remote monitoring of the products at our retail stores to effectively cut our management costs.”

Vice President, Department of Information, Hang Ten.



“Images provided by Axis network cameras are clear and excellent, and we are also able to use such cameras for smart surveillance and remote monitoring of the products at our retail stores to effectively cut our management costs.”

Vice President, Department of Information,
Hang Ten.



www.axis.com

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 2,000 dedicated employees in more than 40 countries around the world, supported by a network of over 75,000 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.