

Retail



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

Big box and discount stores

AXIS[®]
COMMUNICATIONS

Going beyond security...

to enhance merchandising and operations.

With multiple aisles and countless customers to keep an eye on, especially at peak shopping periods, you've got a lot on your mind. Then there's shoplifting, cashier fraud, parking lot safety and missing children, not forgetting trying to keep your store profitable. Now, what if you could get help with it all?

As the world leader in network video, Axis can offer you the most advanced security and safety benefits for your store. Our network video solutions go beyond traditional surveillance – they're cross-functional. They can help your entire business, from safety, security and loss prevention to merchandising and store operations. Your investment will stretch further – and you'll see a quicker return

Do more to prevent losses

Successful stores keep people walking in, and stop goods from "walking" out. From impulse shoplifting to organized retail crime, from opportunistic slip-and-fall scams to cashier fraud, we can provide you with the analysis tools and quality evidence you need to rid your stores of these problems.

Feel safer and more secure

Protecting people, both customers and employees, is an essential part of every retail business. With Axis, you'll enjoy the clearest and most detailed images on the market – we set the standard for IP surveillance – enabling you to zoom in and make identifications with ease.

Make smarter decisions

Large, busy stores with diverse product lines can be hard to manage. With Axis, you'll have the answers to customer behaviour and more at your fingertips. Managing merchandising and operations across any number of stores will be so much easier, no matter whether you're working locally or remotely. You can monitor flow and conversion rates, fine-tune endcaps and encourage impulse purchases. You can spot empty shelves and anticipate where you're going to need your staff to be at peak checkout times.

What's on your wish list?

- Ensuring promotions get the optimal position
- Finding the hot and cold in-store traffic patterns
- Easier thief identification
- Catch "sweethearters" in the act
- Adding visual context to key metrics
- Protecting customers and staff
- Minimizing queues at checkouts
- Deterring shoplifters
- Deter shoplifters

A perfect fit for your needs

With a deep understanding of retail needs, an open technology platform and the widest range of application development partners in the industry, we can help you build a surveillance solution designed specifically for your discount or big box store.

Store surveillance

Network video offers you so much more than traditional analog surveillance systems. With either local video management software or a cloud-based solution, you can easily monitor every part of your store. You can even view multiple premises in your nationwide or worldwide chain, constantly and conveniently from a single location. Network video's superior image quality provides remarkable details for faster, better decisions, greater protection of people and property, and reduced investigation times.

Heat maps

Heat maps enable you to identify store hot spots, dead areas and bottlenecks. You can quickly get a clear view of customer traffic, and see how to optimize the performance of your stores and improve your customer service, marketing and promotions.

Dwell time

With Axis, you can get a comprehensive picture of how your customers respond to your marketing with statistics including who's visiting which areas of interest and how long they're staying..

People counting

Real-time statistics can help you monitor and compare conversion rates, analyze customer flow, refine your marketing efforts and allocate your staff more effectively.

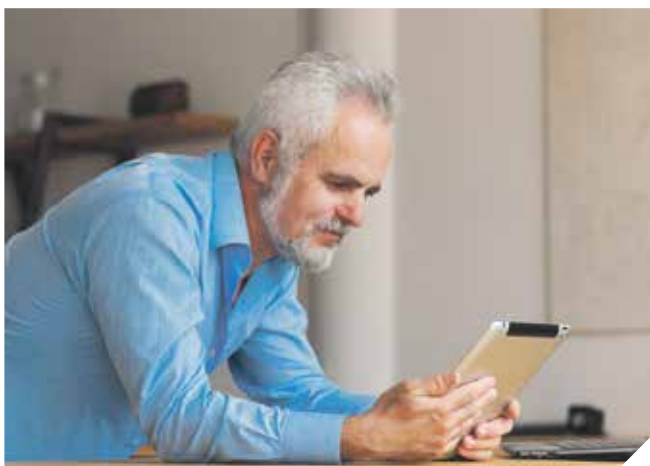
Out of stock

When out of stocks occur, everybody loses. Network video can help you prevent this by informing you and your vendors/manufacturers when merchandise needs to be refilled. The result is maximized sales, increased revenue and higher customer satisfaction.

In-store customer engagement

Improve your in-store customer engagement by using network video to maximize employee output where it matters, in the store. The shopper-focused solution helps you address and improve the customer experience, increase shopper satisfaction and drive higher sales.





Remote viewing

Get remote access to live video in your security centre or on your own computer, smartphone, tablet or other device. Now you can watch your store in real time from anywhere in the world.

Mobile viewing

Watch your network cameras live. With real-time streaming from your camera, you can see what's happening right now on your phone or tablet. It's the quick and easy way to stay on top of your business, even when you're on the go.

Checkout line/queue management

Improve the support of your daily operations at the register/check out area by reacting quickly and flexibly to the flow of customers. Network video helps you avoid idle time and make sure you don't keep your customers waiting an unacceptably long time.

POS exception reporting with video

With Axis, you can detect cashier-related shrinkage with POS integration that tracks suspect patterns and behavior such as unauthorized discounts, manually entered values, incorrect returns processing and cash refund or coupon errors.

Electronic Article Surveillance (EAS) solutions

Integrate Axis cameras with your EAS system for immediate alerts, complete incident coverage, and easy search, analysis and documentation for reduced investigation time and costs.

Business compliance solutions

Do you know how often your business rules are violated and by whom? Do you know what the impact is on your bottom line? With Axis, you can find out.



Covert solutions

Network video is ideal for discreet surveillance. Covert cameras disguised as common interior store fixtures can give you virtually undetectable monitoring wherever you need it. And the images are crystal clear.

Eye-level identification

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

Video in corridor format

Not everything is landscape-shaped. Axis Corridor Format is perfect for retail surveillance applications and ideally suited to retail shopping aisles: 16:9 format automatically becomes 9:16 for maximum coverage.

Parking lot surveillance

With powerful pan, tilt, zoom (PTZ) and other capabilities, you can keep track of both people and vehicles in your parking lot, enabling you to deter crime, minimize the risk of injury, and enforce parking regulations.

Remodel and retrofit

Axis video encoders are the ideal way to benefit from the advantages of network surveillance without scrapping the investments you've made into analog technology.

Proven in big box and discount stores all over the world.

- > BILTEMA – Sweden
- > Netto – Sweden
- > Dagrofa – Denmark
- > Osaka Izumi Co-operative Society – Japan
- > Eurospin – Italy
- > Spar – Austria
- > Lidl – Sweden
- > Target – USA
- > Makro Superwholesalers – Colombia

A trusted partner

Axis is here to serve you, with dedicated support 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 LPRC and NRF. This enables Axis to gain a better understanding of the challenges big box and discount store retailers face.

- > NRF (National Retail Federation) – USA
- > Advisory Board: Loss Prevention Magazine & Loss Prevention Research Council – USA
- > ASIS Retail Council – 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. We're always looking for ways to reduce the environmental impacts of our activities and help our customers and partners do the same. This is why we joined the UN Global Compact in 2007 and 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, we can offer you all the superior benefits IP surveillance has to offer. With Axis, you can access live, HDTV-quality video anytime, anywhere. You can take advantage of intelligent video functions and analytic tools, and – perhaps best of all – you can easily and cost-effectively build a smart surveillance system for where you are today and where you want to be tomorrow. Since our 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 our solutions 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 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 1,800 dedicated employees in more than 40 countries around the world, supported by a network of over 70,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ 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

©2015 Axis Communications AB. AXIS COMMUNICATIONS, AXIS, ETRAX, ARTPEC and VAPIX are registered trademarks or trademark applications of Axis AB in various jurisdictions. All other company names and products are trademarks or registered trademarks of their respective companies. We reserve the right to introduce modifications without notice.

