

Retail



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

Fashion and specialty stores

AXIS[®]
COMMUNICATIONS

Going beyond security...

to enhance merchandising and operations.

Keeping an eye on crowds of customers as they flow in and out of your store isn't easy. Then there's shoplifting, cashier fraud, parking lot safety and missing children, not forgetting keeping your store profitable. Now, what if you could get help with it all?

Make smarter decisions

What's the best area for a particular product? Which displays are attracting customers? And does customer behavior vary at different times of day? Axis puts the answers to these and many other questions at your fingertips making it easier for you to manage merchandising and operations for any number of fashions or stores, 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.

Maintain tighter control over loss prevention

Desirable, high-value products make fashion/specialty stores an attractive target for criminals. Axis can help you regain control of your entire field of operations, from the parking lot to the storeroom, dramatically reducing opportunities for crime. Our network video and partner solutions will provide you with the analytic tools and quality evidence you need to root out everything from impulse shoplifting and organized retail crime to cashier fraud.

Feel safer and more secure

Protecting people, both customers and employees, is an essential part of every retail business, especially when you're keeping late-night hours and handling large amounts of cash. 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.

What's on your wish list?

- Protecting customers and staff
- Gaining a better understanding of the entire shopping experience
- Adding context to traffic patterns, product exposure, dwell times, etc.
- Reducing risk and injury, mitigating liability
- Making positive ID of thieves easier
- Knowing when customers waiting at the register
- Deterring shoplifters

A perfect fit for your needs

With a deep understanding of retail's 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 you, no matter whether you have just one fashion/specialty store or a whole chain.

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.

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.

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.





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.



Public view monitors

With public view monitors, everyone entering your store will know that their actions are being monitored and displayed with HDTV clarity. It's a proven way to deter theft, violence and fraud.

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.

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.

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.

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 fashion and speciality stores all over the world.

- > Acqua e Sapone – Italy
- > adidas Central Europe East – Czech Republic
- > Alexandra Bookstores – Hungary
- > Alko – Finland
- > Ardenberg – The Netherlands
- > Armand Thierry – France
- > Aspial Jewelry – Singapore
- > Benetton – Austria/Spain
- > Brothers & Sisters – Sweden
- > C&A – France
- > Cape Quarter – South Africa
- > Camper – Worldwide
- > Carolina Herrera – Spain
- > Diamend Jewelry – China
- > El Corte Inglés – Spain
- > Flower shop – Taiwan
- > Galeries Lafayette – UAE
- > Grape Group – Australia
- > Hang Ten – Taiwan
- > Hughes & Hughes – Ireland
- > Hugo Boss – France
- > Intersport Megastore – The Netherlands
- > Issey Miyake – France
- > L'Occitane – France
- > Lacoste – Spain
- > Le temps des cerises – France
- > Lestra Kaufhaus – Germany
- > MK2 Bibliotheque – France
- > MQ – Sweden
- > Marc O'Polo – Sweden
- > Marionnaud Parfumeries – Czech Republic
- > Midwestern Supercenters – USA
- > Mont Blanc – France
- > Neck & Neck – Spain
- > Nencini Sport – Italy
- > Nike – Belgium
- > Optical Center – France
- > Opticiens Afflelou – France
- > Paul Smith – UK
- > Plato's Closet – USA
- > Points Mariage – France
- > Polarn & Pyret – Sweden
- > Question Air – UK
- > Regstaer's Duty Free – Russia
- > Reserved & Cropp Town – Czech Republic
- > Retail & Brands – Sweden
- > Ripley – Chile
- > Saks Fifth Avenue – UAE
- > SE-Education – Thailand
- > Skult – Sweden
- > Sport Demetz – Italy
- > Stadium – Sweden
- > SuperGroup – UK
- > Tally Weijl – Europe
- > Time Trend Stores – Poland
- > Troch Group – France
- > TRUCCO – Spain
- > Watson Fashion – Thailand
- > Xinyu Hendry Holdings – China

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 fashion and specialty stores face.

- > Advisory Board: Loss Prevention Magazine & Loss Prevention Research Council – USA
- > NRF (National Retail Federation) – USA
- > ASIS Retail Council – USA
- > British Retail Consortium – UK
- > EHI (German Retail Institute) – Germany
- > Svensk Handel – Sweden
- > PERIFEM – France
- > 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

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