

Analytical functions of Axis cameras increase turnover of Dobrota.ru company.

State-of-the-art cloud-based solution YouLook generates recommendations for business improvements.



Organization:

Dobrota.ru

Location:

Moscow, Russia

Industry segment:

Retail

Application:

Loss prevention, safety and security, store management, analytics

Axis partner:

Soft Dynamics (YouLook)

Mission

Dobrota.ru was established in 2001. Their main business is selling goods for physical rehabilitation and social adaptation (including rehabilitation and home medical equipment, orthopedic appliances, diabetic-friendly food, etc.) in 44 shops across Russia. Striving to improve the quality of service and optimize sales, the management of the company implements state-of-the-art technologies in its facilities. Thus, the joint solution of Axis and cloud service YouLook helps to solve a number of issues: theft prevention, staff discipline and increasing turnover.

Solution

The choice of Axis network cameras was made because of the company's state-of-the-art open platform that enables IP cameras to be used in the development of new analytical modules.

In the course of project implementation, one to four Axis cameras were installed in each sales point, where analytical modules were then integrated with the cloud service YouLook.

Result

Each IP camera installed on the site performs surveillance and, at the same time, collects statistics about the quantity of customers visiting the store. Each transmits information over the Internet to a cloud service, where the data is processed, and the user obtains a set of recommendations to suitable to their particular needs. Dobrota.ru has obtained a full-fledged video surveillance system with business process analytics features with no need to increase storage capacity.

“We have come to a conclusion that purchase of a cloud solution in combination with smart Axis cameras is the best choice for the moment. Now we can be sure that our customers will be satisfied no matter what our shop they visit and what service they use.”

Svetlana Lenkina, commercial director of chain healthcare magazines Dobrota.ru.

Special features of implementation

One of the project's special features was remote video monitoring without needing to install a dedicated server. This was only possible because Axis's open IP platform connects directly into the local network and can then integrate with cloud service YouLook.

Cameras in action

As far as the main purpose of Axis network cameras – video surveillance – is concerned, their advantage over analog cameras is a much better video quality. With the installation of cameras in their stores, the management of Dobrota.ru can now respond to incidents with specific evidence and ensure that employees perform their duties more responsibly.

In addition, the analytical modules have significantly extended the functionality of the Axis IP cameras. For example, with by combining Axis cameras with the YouLook service, Dobrota.ru's marketing department can obtain data about the quantity of customers at a particular sales point over a day, week or month. Such data is presented in the form of graphs and tables characterizing the activity of visitors in specified periods. By clicking on each peak of a graph, the user can download to the computer a video recording of what was happening when increased activity was registered. Thus, an analyst can better manage staff levels without having to view hours of video.

Prospects of development

“The openness, flexibility and potential for integration are very important to us. We will be looking to develop further cloud-based solutions with more and more new functions,” commented a representative of Dobrota.ru. “For example, we have turned our attention to the possibility of using face recognition that would certainly be very useful for us. We are sure that technological developments in the near future will allow the facial recognition analytical modules to one central cloud server which means we can upgrade our system capabilities without needing to make any significant changes to our hardware.” Indeed, traditional analytical functions of Axis cameras intended for maintenance of security and prevention of thefts at present make the sales point security system much more efficient and scalable.

In addition, great prospects are opened to the retailer company by video analytics features implemented by Axis together with YouLook. They include heat maps, a queue detector and many other capabilities. These functions will in particular help Dobrota.ru to use their retail space more effectively, when the best-selling or campaign products are placed in the most advantageous locations.

