AXIS PARTNER SOLUTION



Technology Integration Partner

meld CX

Empowering quick service restaurants (QSRs) with spatial analytics

A partnership-led solution that enhances customer experience, improves efficiency, and empowers better staff performance.

The modern QSR landscape

In an increasingly competitive QSR landscape, delivering a seamless and engaging customer experience while streamlining operations is paramount. Axis Communications, a global leader in network video and IoT solutions, and meldCX, a privacy by design computer vision and AI-driven data analytics platform, have partnered to deliver an intelligent, integrated solution designed specifically to meet the unique needs of fast-food and quick service restaurants.

Leveraging Axis's robust network infrastructure and meldCX's innovative platform **Viana™**, this solution enables QSRs to unlock first-party data and deliver a more efficient environment for staff and customers alike. This partnership embodies Axis's commitment to smart, connected solutions that promote security, operational excellence, and superior customer service.





Navigating QSR challenges

QSR operators face complex challenges in maintaining high levels of customer satisfaction while managing operational costs and ensuring staff efficiency. Common issues include:

- Long wait times affecting customer experience
- Staff coordination complexities, including scheduling and peak-hour optimization
- Limited visibility into line queue, kitchen operations and drive-thru
- Balancing speed, accuracy, and quality
- Capturing actionable insights across various sales channels (e.g. digital and store)

Traditional solutions can't provide QSRs with a complete view, leaving blind spots that may impact performance, quality and customer experience.



Viana™ by meldCX: your intelligent operations partner

Viana™ by meldCX offers a comprehensive, intelligent platform, integrated with Axis' high-performance network cameras, specifically ARTPEC-8 and ARTPEC-9 chipsets. The solution enables unique operational insights, enhancing customer engagement and improving staff productivity.

Inside Viana™
key pillars of innovation

> **Axis network video devices**
provide high-resolution, reliable video feeds and structured scene metadata for monitoring customer flow and staff activity.

> **Viana™ application suite**
plug-and-play modules that enable stacking of use cases, delivering unified analytics across spaces, including Speed of Service, Kitchen Operations, Drive-Thru Journey.

> **Viana™ and Axis native integration**
enable multi-camera tracking, combining and stitching multiple camera feeds, and consolidating all analytics into a single, intuitive dashboard.

> **Privacy-first infrastructure**
built with TrustARC certification and compliance, capturing no personally identifiable information (PII) and trained entirely on synthetic data to ensure user privacy.

Unlock your QSR's full potential
enhance speed of service and quality

Drive-thru optimization

> Track the full drive-thru journey: order points, merge lane, queue, payment, and pickup.

> Identify bottlenecks and pain points to improve efficiency.

> Measure balking and abandonment rates.

> Gain insights for peak-hour management.

Speed of service

> Analyze customer movement in-store: queue lengths, wait times, and customer flow patterns to streamline service delivery.

> Map the full customer journey across ordering and food delivery touchpoints.

> Correlate POS orders with average ordering time and menu items.

> Measure pick-up waiting times.

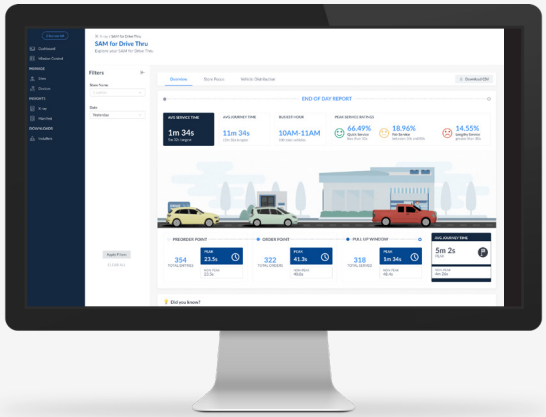
Kitchen operations

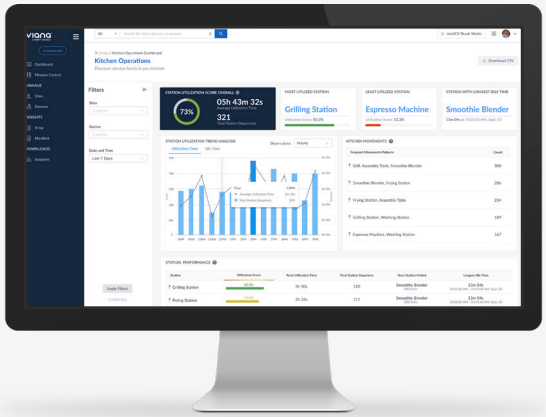
> Assess workstation performance, utilization, and staff movement patterns.

> Monitor staff workflow relative to order preparation and station assignments.

> Track kitchen efficiency and time spent per station/zone.

> Identify peak and non-peak periods to optimize staffing and workflow.





Your success, measured: benefits at a glance

Benefit
Data-driven decision-making
Optimized staffing and inventory management
Faster service, personalized experiences
Maximized profitability through efficient operations

Impact
Increased operational transparency
Reduced costs and waste
Improved customer satisfaction
Protecting bottom line and revenue growth



The engineering behind Viana™

> **Axis devices supported**
Network cameras with ARTPEC-8 and ARTPEC-9 chipsets.

> **Direct camera-to-cloud**
Inferencing the video directly on the camera, sending scene metadata to the cloud, and creating data stories.

> **Connectivity**
Ethernet, Wi-Fi, 4G/5G for remote locations.

> **Platform compatibility**
Supports integration with POS systems, ERP, and staff scheduling tools.

Your Viana™ journey: simple deployment

Deploying Viana™ by meldCX is streamlined, with a phased approach tailored to each QSR location's needs:

> **Assessment and planning**
A site-specific review to identify key operational metrics.

> **Installation and integration**
Axis network devices installed and integrated with Viana™ platform.

> **Configuration and testing**
Camera fields of view are calibrated and validated to ensure accurate coverage, data quality, and optimal performance.

> **Training and support**
Staff trained on platform usage; ongoing support provided.
The solution is scalable and adaptable for single outlets or multi-location franchises.

Why choose Axis and meldCX Viana™?

> Trusted expertise – Axis's global reputation for reliable network solutions combined with meldCX's proven AI platform.

> Flexibleand scalable – solutions that grow with your business, adaptable to various store formats.

> End-to-end support – Ffrom planning and deployment to ongoing operations.

> Privacy by design – built with privacy at its core. Verified by **TrustArc** and compliant with GDPR and APEC frameworks, ensuring no personally identifiable information (PII) is captured and all visual data is anonymized and de-identified

For more detailed information or to explore how our solution can be tailored to your specific needs, **visit us**.

The power of network video

> Superior image quality

> Remote accessibility

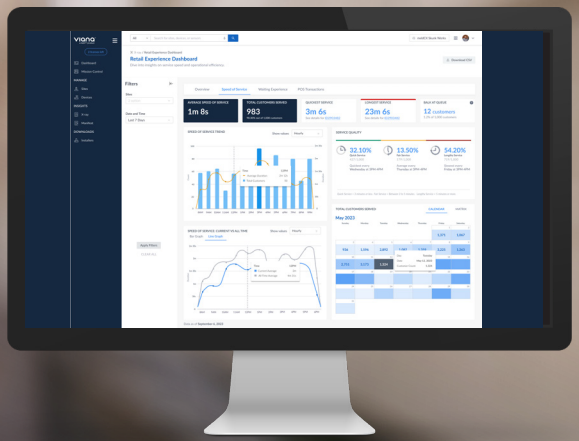
> Easy, future-proof integration

> Scalability and flexibility

> Cost-effectiveness

> Distributed intelligence

> Proven technology



Real-world Results: a success story

During a busy holiday period, a leading QSR chain implemented Viana™ to optimize operations and improve service speed. The impact was clear:

> **72% of customers served within the 4-minute target window,** helping the operations team validate and achieve company-wide KPIs.

> **21% increase in order preparation speed,** demonstrating to stakeholders the impact and effectiveness of their new intelligent operations system.

> **46% surge in staff activity recorded** by Viana™ during the holiday campaign, providing valuable insights that helped the business plan future events with greater confidence and precision.

With Viana™, data turns into action — helping teams move faster, serve better, and deliver a smoother experience for every customer.

About Axis Communications

Axis enables a smarter and safer world by improving security, safety, operational efficiency, and business intelligence. As a network technology company and industry leader, Axis offers video surveillance, access control, intercoms, and audio solutions. These are enhanced by intelligent analytics applications and supported by high-quality training.

Axis has around 5,000 dedicated employees in over 50 countries and collaborates with technology and system integration partners worldwide to deliver customer solutions. Axis was founded in 1984, and the headquarters are in Lund, Sweden.

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