

Retail



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

Fast food and food service

**AXIS**<sup>®</sup>  
COMMUNICATIONS

# Going beyond security...

to enhance operations.

With long lines at the registers, cars piling up in the drive-thru, and working out the best way to handle busy lunch shifts, you've got a lot on your mind. Then there's sweethearting, credit card theft, and safety and accident prevention, not forgetting keeping your restaurant 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 quick-service restaurant. 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.

## Make smarter decisions

Busy quick-service and fast casual restaurants with multiple sales windows and registers can be hard to manage. With Axis, you'll have the insights to customer behavior at your fingertips, enabling you to improve guest count sales and make the most of new product launches. By helping you monitor customer and drive-thru queues and anticipate rush hours, we can help you plan your resources better, save on labor, and schedule your staff when they're needed most. In other words, we can help you optimize your business.

## Maintain tighter control over risk and shrink

Successful businesses maintain a consistent flow of customers and deliver improved customer service while monitoring their cash control procedures, including POS integration, sweethearting and credit card fraud. Axis network video and our partner solutions will provide you with the analytic tools and quality evidence you need to root out these problems. And we can help you regain control over spaces like your customer lobby and the parking lot.

## Improve safety and security

Protecting people, both customers and employees, is an essential part of your business, as is compliance with food safety regulations. 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?

- Monitor cash handling activities and customer lobby
- Reduce risk and mitigating liability
- Improving safety
- Enhancing your customer experience
- Minimizing queues
- Catch "sweethearters" in the act
- Monitoring unattended deliveries
- Reducing credit card theft

# A perfect fit for your needs

With a deep understanding of quick service and fast casual restaurants' needs, an open technology platform and the widest range of application development partners in the industry, Axis helps you build surveillance solutions designed specifically for your restaurants and that can be deployed across your enterprise.

## Restaurant 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 restaurant. 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.

## Tie video into public view monitors and digital signage

Public View Monitor (PVM) systems display selected security surveillance video to the public. For example, customers may see live images of themselves as they enter your restaurant or while they wait in line, sending a strong message that video surveillance is in place. Multi-function systems include digital signage, which you can also use to reinforce promotional activities.

## Remotely monitor unattended deliveries

With Axis you can optimize both your security and your operations with intelligent features. For example, the system will recognize if a truck is in your delivery area and use its license plate to identify the supplier. As a result, you can receive deliveries at any time of day without taking your busy personnel away from their other duties.





### Remote and mobile viewing

Remote access to live and recorded video is now only a mouse click away, at any time and from any authorized computer in any location. With mobile access, you can watch your network cameras live directly from your smartphone or tablet. It's the quick and easy way to stay on top of your business, even when you're on the go.

### Queue management

Improve the support of your daily operations at the register 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.

### Business compliance

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 and drive-thru surveillance

With HDTV, intelligent video and other capabilities, you can keep track of both people and vehicles in your parking lot and/or drive-thrus, 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 food service businesses all over the world.

- > Autogrill – Spain
- > Café Coffee Day – India
- > Café Royal – UK
- > Grupo Restalia – Spain
- > McDonald's – Estonia
- > Moulin de Paiou – France
- > Jersey Mike's Subs – USA
- > Kings Subs and Pizza – USA
- > Springfield Food Court – USA
- > Seattle-based restaurant chain – USA
- > Tzen's Mochi – Taiwan
- > YUMSAAP – Thailand

## 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 food and grocery store retailers face.

- > Restaurant LP & Security Association – USA
- > NRF (National Retail Federation) – 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](http://www.axis.com).

[www.axis.com/retail](http://www.axis.com/retail)

[www.retail-surveillance.com](http://www.retail-surveillance.com)

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