

Retail



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

Pharmacies

Going beyond security...

to enhance merchandising and operations.

With your pharmacy open around the clock, we know you have a lot on your mind. There's shoplifting, keeping your valuable inventory safe and looking after your late-night staff to consider, not forgetting keeping your business 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 pharmacy. 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

Where's the best place to display a particular product? Which areas in your pharmacy are attracting the most customers? Does customer behavior vary at different times of day? Axis will give you the answers to these and many other questions. With easy-to-analyze metrics, you can understand customer flows, conversion rates and dwell times. You can spot empty shelves and anticipate where you're going to need your staff to be at peak checkout times. In other words, you can optimize your business.

Maintain tighter control over loss prevention

Successful businesses maintain a consistent flow of customers and deliver improved customer service while keeping a close eye on cash control procedures, sweethearting and inconsistencies in inventory levels. With our network video and partner solutions, we can provide you with the analytic tools and quality evidence you need to rid your pharmacy of these problems.

Feel safer and more secure

Protecting people, both customers and employees, is an essential part of every retail business, especially when you have to keep late-night hours and handle valuable goods. 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
- Improving safety
- Using customer insight to optimize your pharmacy layout
- Minimizing queues
- Making positive ID of thieves easier
- Catching "sweethearters" in the act
- Reducing credit card theft
- Deterring shoplifters

A perfect fit for your needs

With a deep understanding of the needs of pharmacy owners, an open technology platform and the widest range of application development partners in the industry, Axis can help you build a surveillance solution designed specifically for your pharmacies.

Pharmacy 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 pharmacy. 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.

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.



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 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.

Monitor difference of inventory

When difference of inventory occurs, everybody loses. Network video helps you prevent losses by monitoring pharmaceutical transactions and keeping track of your valuables. The result is maximized sales, minimized loss and higher customer satisfaction.

Tie video into public view monitors and digital signage

Public View Monitor (PVM) systems display selected video to the public. For example, customers may see live images of themselves as they enter the pharmacy or while they wait their turn, 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.

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

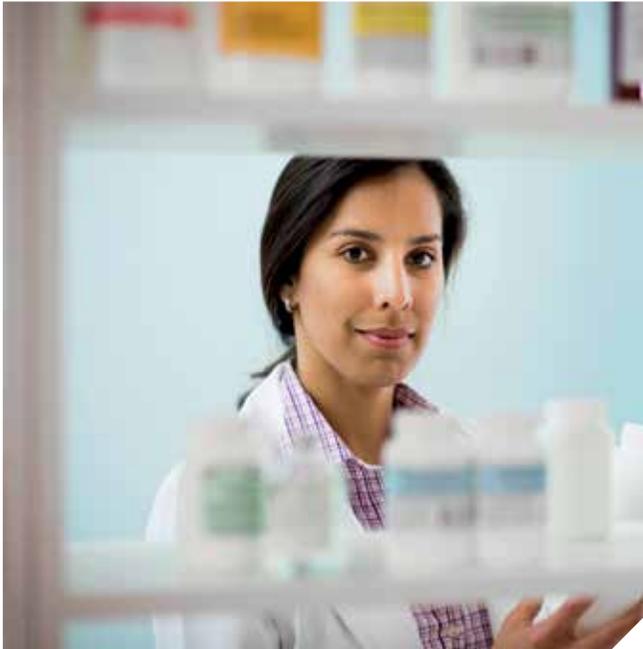


Dwell time

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.

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 and drive-thrus: 16:9 format automatically becomes 9:16 for maximum coverage.



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.

Our customers say it better.

"We are quite satisfied with the improvements we have experienced thanks to the implementation of technologies such as IP video, as they help us not only to make our business safer, but to improve its operations and optimize resources. This is highly essential in times of economic difficulties such as the present one, in order to continue to be competitive."

Alfredo Castelló, Pharmacy Manager

"All in all, the video surveillance with Axis network cameras has increased the feeling of security for everyone: the employees and customers feel they are better protected and management can see that the employees can now react better to theft and troublesome behavior from customers."

Antoine Ody, STVS SA., Axis Partner

"Having video evidence is extremely persuasive - most times, we don't even have to call the police."

- Nicolas Confaits, pharmacist, Echassons Pharmacy.

References

- > Amavita, Switzerland
- > Castello pharmacy, Spain
- > Chemist warehouse, Australia
- > Echassons pharmacy, France
- > Pharmacie Saint Benoit, France



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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