

## Beyond traditional surveillance

# Axis technology for efficient store operations.



The shopping landscape is constantly changing and shopping behaviors have become more online-based. The digital transition affects stores, which must rethink the entire customer journey to meet the added values, including better service with more options and smarter attention to health and safety.

Axis technology helps protect your profitability through advanced security features and innovative service possibilities—from the same surveillance network. We can support you with cost-effective solutions to help your business adapt to the changing consumer demands.

## Integrated system for a stronger outcome

Axis integrated solutions including video, audio, access control and analytics can help unlock the full potential of your business. In-store data and customer insights enable you to respond proactively to your customers' needs and equip your store to meet their expectations. To be successful with the solutions, all parts of the business must connect and work together to improve the store's customer experience and operational efficiency. Collaboration between your departments, a skilled system integrator, and Axis lays the foundation for achieving robust solutions that deliver over time.

## Innovation that influences customer experience



### Organize order pick-ups

Cameras can detect cars or people arriving in pick-up areas and alerts can be sent to staff to deliver goods to customers.



### Communicate effectively

Network speakers can be integrated with cameras and analytics, simplifying pre-recorded or live safety (or marketing) communication and staff alerts to open new check-outs, provide service to busy areas, and more.



## Efficiency in every area

- 1. Parking**  
Make your parking area more efficient with Axis solutions. Make your customer feel welcome and satisfied by adding by adding audio announcements and parking guidance.
- 2. Main entrance**  
Count the number of people entering your store and get insights of peak hours to manage staff levels. Use digital signage or audio for triggered targeted promotions.
- 3. Sales floor**  
Automatically alert staff and send messages to individual salespeople to engage lingering customers and convert sales. With Axis, you can also capture and use data to make informed decisions about your store layouts or promotion activities.
- 4. Checkout**  
With Axis integrated audio, you can alert staff about long queues and inform customers about the opening of new checkouts. To make visitors and staff feel safer, you can also include Axis body-worn cameras. This solution helps reduce unpleasant incidents, cheating, and complaints.
- 5. Order pick-up areas**  
With Axis, you get a good oversight of your pick-up area. The solution can identify a customer arriving in the pick-up area and automatically send alerts to staff. The integrated audio allows you to communicate with staff and customers to ensure a smooth and problem-free process.
- 6. Back office**  
Turn your back office into a service hub where you can learn and better understand your customers' behaviors. With Axis, you can monitor pick-ups, manage alerts and keep track of deliveries. The solution also works as a broadcast center to control playlists and audio announcements in the store.
- 7. Loading docks**  
Save staffing expenses by automating the process at your loading docks. Let delivery vehicles be authorized and approved through automated license plate identification. Give access to your loading dock automatically or let it be granted by remote approval.
- 8. Distribution centers**  
Ensure the same convenience of buying in-store is replicated online. Develop effective communications between distribution centers and stores, protect profitability, and optimize operations by getting fast alerts of disruptions and monitoring your packages during the whole journey.

## Efficient operation of the entire business



## Contact Axis today

Axis network video and audio solutions give store owners and managers more options for applying industry-leading security technologies in innovative, business-building ways. To learn more, contact us and find out how Axis solutions may fit your needs.

[www.axis.com/contact-us](http://www.axis.com/contact-us)