

## Beyond traditional surveillance

# Axis technology for improved safety and security.



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.

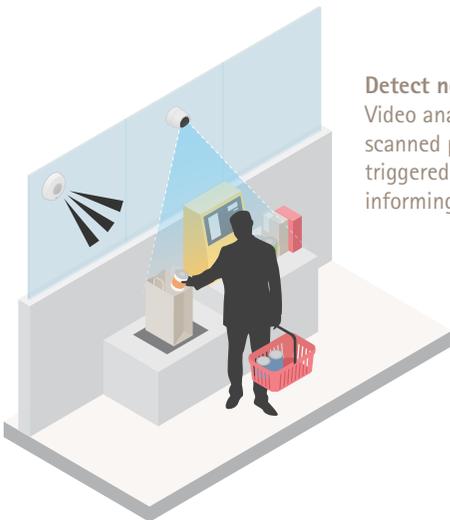
Axis technology solutions for retailers help protect your profitability through advanced security features and innovative service possibilities—from the same surveillance network. We can support you with cost-effective solutions that will enable you to reduce shrinkage and keep safe and convenient environments.

## Integrated system for a stronger outcome

Axis integrated solutions including video, audio, access control and analytics work together to meet and go beyond your safety and security needs and requirements.

To get the most from your system, you can also use it to improve the overall customer experience and operational efficiency. 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 for safer and healthier surroundings

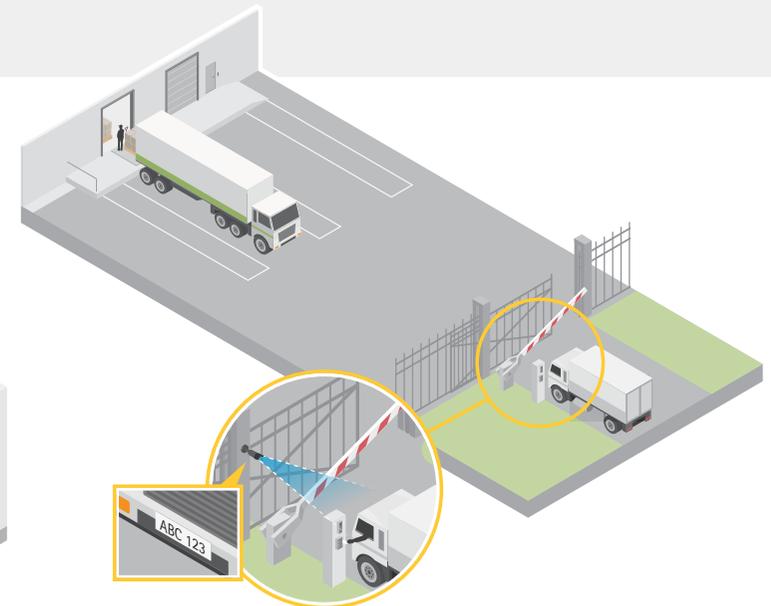


**Detect non-scans at self-checkouts**  
Video analytics can detect non-scanned products and audio is triggered to play a voice message informing the customer.



### Alert cart pushouts

If a customer tries to leave the store with a full cart without paying, video analytics and audio alerts can be used to direct them back to the cashier check-out.



### Control deliveries

Authorized deliveries can be verified via intercom, QR codes, or license plate identification and access can be automatically granted or remotely controlled.



## Safety and security in every area

### 1. Parking

If you offer a parking place, it's critical to protect visitors from vandalism, theft, and parking violations. Axis takes your safety one step further by providing advanced technologies that automatically detect fire, smoke, sounds of break-in, or violence.

### 2. Main entrance

Control the number of customers in your store. Axis cameras with people counting analytics enable you to comply with legal regulations.

### 3. Sales floor

Protect your business's most critical area and minimize the risk of shoplifting and employee theft. Axis helps you to monitor and record the area to identify suspicious behavior. Review and analyze footage to establish wrongdoing and detect suspicious activity before a crime takes place.

### 4. Checkout

Protect your business, staff and customers without disrupting the welcoming atmosphere. Axis cameras and analytics help you identify customer attempts to avoid payment, and internal fraud.

### 5. Order pick-up areas

Today, it's vital to ensure that the customers can pick up their goods without incidents. Axis provides monitoring and oversight, minimizing the risk of theft and claims, alerting you to loitering and suspicious behavior, enabling authorized access, and providing direct audio communication to the scene.

### 6. Back office

Keep your staff and business safe by securing your staff-only areas. Axis cameras in the backroom can help deter theft of stock and staff's personal belongings. They can also be part of the cash room protection, including capturing high-resolution evidence in case of an incident.

### 7. Loading docks

Keep your loading docks and other outdoor, non-public areas safe and secure. Axis cameras with analytics can detect loitering and help prevent vandalism. Also, ensure safe staff passage with automated access capabilities for entry and exit.

### 8. Distribution centers

Axis systems can help you protect your warehouse stocks and monitor goods handling – from the moment they arrive at your doorstep to the point they are packaged and loaded on the delivery truck. Get fast alerts of disruptions and monitoring your packages during the whole journey.

## Seamless security for 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)