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Axis introduces comprehensive store optimization and loss prevention solutions with retail focus

“The competitive environment for bricks and mortar retailers is as ferocious as it has ever been,” said Johan Åkesson, Director Business Development Retail at Axis Communications.

“Generating more revenue per customer, reducing loss, and enhancing customer experience are all commercial imperatives. With these new solutions, we aim to provide the same levels of business intelligence to retailers in the physical environment that their online counterparts have.

The new solutions will be marketed solely under the Axis brand, and will support retailers in two critical areas of their commercial objectives – store optimization solutions for customer understanding and revenue growth and loss prevention solutions to prevent theft.

Axis Store Optimization Solution

In its store optimization solution, Axis’ network cameras, audio products, added to business intelligence and analytics software, deliver unparalleled accuracy in terms of people counting, age and gender detection, store occupancy estimation, and queue monitoring. The insights are delivered through comprehensive reports designed per customer needs, hosted in the cloud and available through both desktop and mobile applications. The solution allows for the enhancement of the customer experience and sales opportunities through dynamic staffing levels, sales display information, and in-store announcements.

Axis Loss Prevention Solution

In the loss prevention solution, Axis’ network cameras, access controllers, and video door stations are combined with analytics software to highlight in real-time issues and enable immediate action for example unauthorized store exists, tailgating at entrances, in addition to providing a mechanism for random selection without profiling.

Axis Store Optimization Solution

Axis Network Product examples □

AXIS M30 Network Camera Series

AXIS P32 Network Camera Series

AXIS P8804 Stereo Sensor Kit

AXIS C1004-E Network Cabinet Speaker

AXIS C2005 Network Ceiling Speaker

AXIS Store Optimization Suite □

AXIS People Counter

AXIS 3D People Counter

AXIS Demographic Identifier
AXIS Occupancy Estimator
AXIS Queue Monitor
AXIS Store Reporter
AXIS Store Data Manager

Axis Loss Prevention Solution

Axis Network Product examples

AXIS M30 Network Camera Series
AXIS P32 Network Camera Series
AXIS A1001 Network Door Controller
AXIS A8004-VE Network Video Door Station

AXIS Loss Prevention Suite

AXIS Direction Detector
AXIS Tailgating Detector
AXIS Random Selector

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About Axis Communications

Axis offers intelligent security solutions that enable a smarter, safer world. As the 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 2,700 dedicated employees in more than 50 countries around the world, supported by a global network of over 90,000 partners. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ Stockholm under the ticker AXIS. For more information about Axis, please visit www.axis.com.