

SMART SURVEILLANCE FOR RETAIL

Create Safer Shopping Experiences with IoT

“In 2017, Organized Retail Crime (ORC) cost retailers an average of \$726,351 per every \$1 billion in sales”

- NRF ORC SURVEY 2017



KEY BENEFITS

Meet IT Approval

- Get Smart surveillance solutions that satisfies your business needs as well as your IT departments stringent requirements
- Receive a retail-specific, smart surveillance solution that's pre-integrated so you can get started faster

Improved Merchandizing and Store Operations

- Study and optimize store flow and product spacing
- Improve signage and display placement
- Better staff allocation

Axis Communications and VMware Pulse's joint smart surveillance solution enables retail organizations to build a safer shopping environment for their customers while also protecting people and property.

Organized retail crime (ORC) continues to pose a serious threat to retailers. A 2017 study from the National Retail Federation reports that over 9 in 10 retailers have been a victim of ORC in the past 12 months. Adopting smarter, more sophisticated surveillance doesn't only help curb these crimes but also helps drive strategic decisions like enhanced store optimization, greater insight into customer buying behavior, and improved employee and customer safety.

Reduce Loss of Revenue

- Reduce losses associated with inventory shrinkage
- Minimize lost sales due to empty shelves syndrome or stockouts
- Analyze and resolve EAS incidents

Enhanced Customer Experience

- Understand customers' buying behaviors
- Maintain business continuity of video surveillance with real time OTA updates

Promote Employee and Customer Safety

- Keep your employees and customers safe and secure with Axis IP cameras, routers, and other supporting IP solutions.
- Detect suspicious behavior and decrease slip-and-fall claims

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Some of the challenges retail companies face while adding smart video surveillance solutions to their systems are:

1. Selecting network video solutions that are IT approved and integrate with your POS exception reporting system
2. Being able to safely onboard these sophisticated cameras onto your networks, as well as being able to monitor and manage them
3. Ability to upgrade/patch video surveillance equipment with over-the-air security updates

Axis Communications and VMware

Axis Communications and VMware are collaborating to solve these issues and provide a solution that integrates Axis Communications' state of the art surveillance capabilities such as IP cameras and 4G/LTE routers with VMware Pulse IoT Center, an IoT device management and monitoring solution.

This joint solution provides retailers with an end-to-end smart surveillance solution which includes the state of the art video surveillance equipment along with the software required to manage, monitor and secure it.

About Axis

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 its customers and carried 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.

About VMware Pulse

VMware Pulse IoT Center is a secure, enterprise grade, IoT device management and monitoring solution that helps both Information Technology (IT) and Operational Technology (OT) organizations to onboard, manage, monitor and secure their IoT use cases from the edge to the cloud.

