

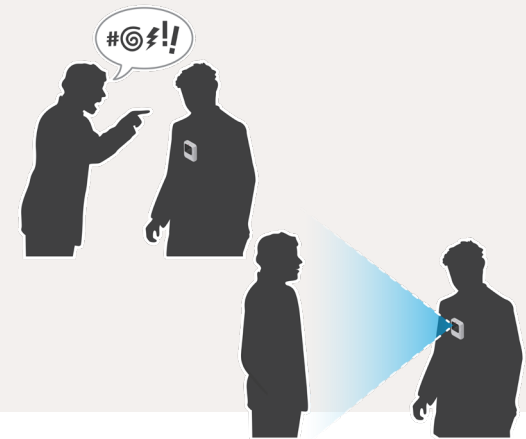
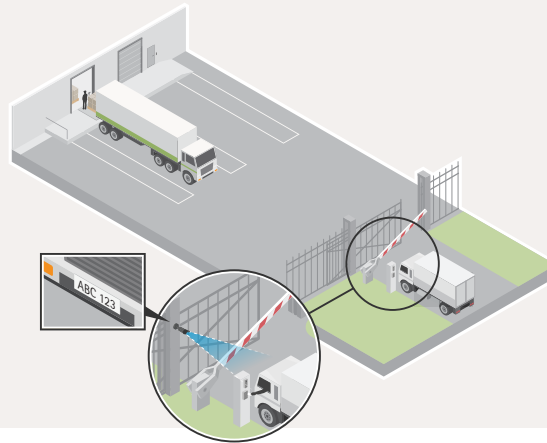
A photograph of two men in a nursery or greenhouse. The man on the left has a beard and is wearing a blue checkered shirt and a dark apron. The man on the right is wearing a grey turtleneck and a light-colored apron, and is holding a tablet. They are surrounded by shelves of potted plants. The background is slightly blurred, showing more plants and shelving units.

For stores that think big

Transforming your big box store. Today's multi-store retailers rely on interconnected products and services to optimize operations and enhance the customer experience. Behind the running of a successful retail ecosystem lies a centralized operation center that enables the sharing of data and actionable insights. Axis facilitates this ecosystem with AI-enhanced surveillance systems across multiple sites. With Axis solutions including video surveillance, network audio, access control, and analytics you can manage the daily running of your sites and gather data for actionable insights. Using AI for data insights into your retail ecosystem supports not only security and operational efficiency, but also loss prevention, customer experience, inventory management, and sustainability metrics. Our open platform enables seamless integration of new analytics solutions – and turns big box stores into stores that can think big.

Boost security, loss prevention, and operations

Axis supports the retail ecosystem, from the distribution center to the checkout area and home deliveries. Our solutions ensure the safety and security of your people, goods, and premises. Cameras with analytics combined with audio and access control solutions can prevent loss due to theft or fraud, and boost operations through, for example, people counting, object detection, and audio solutions. Harnessing the power of advanced analytics, machine learning, computer vision, and generative AI can improve inventory management, demand forecasting, personalized marketing efforts, and overall supply chain efficiency. Learn how Axis transforms stores with intelligent integrated solutions.



Audio messages at the right time and place

Communicate quickly and effectively with staff and visitors at the right time and place. Use triggered or non-triggered, pre-recorded or live messages, and multi-zone music programming. Axis network speakers can be integrated with video analytics or sensors to announce break-time, a callout, or music for motivation. This can boost efficiency from the distribution center to the sales floor. Deter incidents before they happen, with messages triggered, for example, when a person enters a specific area, when they have been dwelling too long, etc.

Authorized access and vehicle detection with License Plate Verifier

Automate entry and exit for known vehicles in your distribution center and boost operational efficiency. AXIS License Plate Verifier recognizes known vehicles and can allow/not allow vehicles in. It can collect data on vehicles entering parking lots to enable the identification of repeat offenders, automatically sending an alert to the appropriate personnel when detecting a vehicle of interest.

Deterrence of disorderly conduct and confirmation of delivery

Make customers and staff feel safe and protected from violence. Just the presence of wearable cameras can de-escalate issues, deter aggression, increase accountability, and provide valuable recorded documentation in one-to-one situations between staff and customers should an incident occur. Wearable cameras on couriers can also be used to confirm the chain of custody for home deliveries.

Use cases for thinking big in multi-store retail



1 Security operations center

Full situational awareness

Get a complete overview of large open areas with high image quality while tracking a specific event. By using a multi-sensor camera embedded with a PTZ camera, you gain the benefits of four cameras while installing just one and get more views with fewer switches. You can follow individuals of interest while keeping full coverage of the surrounding area.

Detect and deter unwanted scenarios through sound

Deter offenders with sound detection and audio solutions to enhance the security on your premises. By combining cameras with audio sensors and embedded partner analytics you can catch events that happen outside a camera's view by reacting to sounds of aggression and breaking glass. The analytics can trigger alerts for responders to react quickly to prevent damage. In addition, Axis network speakers can speak directly to the scene with a live or pre-recorded voice message.

Assistance required – alert button or intercom

Increase the safety of your staff by installing a cashier alert button or intercom that lets them call for assistance in vulnerable situations. This can trigger a speaker to play a voice message to deter the offender and allow remote staff or security to respond immediately through two-way audio capabilities.



2 Distribution center

Monitoring on/offloading of goods

Make sure you can track your goods in transit and check their status if they go missing or are damaged. Axis cameras monitor deliveries in and out of the distribution center and catch the date and time, making it easier to identify what has happened. This lets you find the order easily from a desktop review and identify any incidents, errors, or fraud. It helps you protect from false claims, learn from mistakes, and build customer trust.

Measure truck fill rate

Get real-time measurements of truck fill rate when loading goods, enabling optimizations based on the process key performance indicators such as linehaul planning, people required at gates, and loading efficiency. Axis cameras with a partner solution based on AI and real-time image analytics calculate the truck fill rate to maximize loading efficiency for both environmental and economic benefits.

Visual goods tracking

Keep track of your goods along the conveyor belt or at the packing stage. Axis cameras over the packing desk track the order. Cloud solutions integrated with the order system catch the packing desk number, date, and time. By bookmarking the packing number and video session, you find the order easily from a desktop review and identify any incidents, errors, or fraud.

3 Parking area

Vehicles, people, and loitering detection

Detect and count vehicles and people to get data insights on customer flow using cameras with AXIS Object Analytics. The same technology detects motion and loitering. Define the conditions for selected objects to trigger an event and based on your configured scenarios, the application will send an alert. When combined with network speakers, a live or event-triggered announcement can speak to the scene.

Parking violation detection

Identify illegally or improperly parked and stopped vehicles in, for example, loading zones, blocked entrances, or no parking zones. Surveillance cameras with day/night functionality and embedded video analytics provide actionable alerts. When used in combination with Axis network speakers, a live or event-triggered announcement can instruct the driver to move their vehicle.

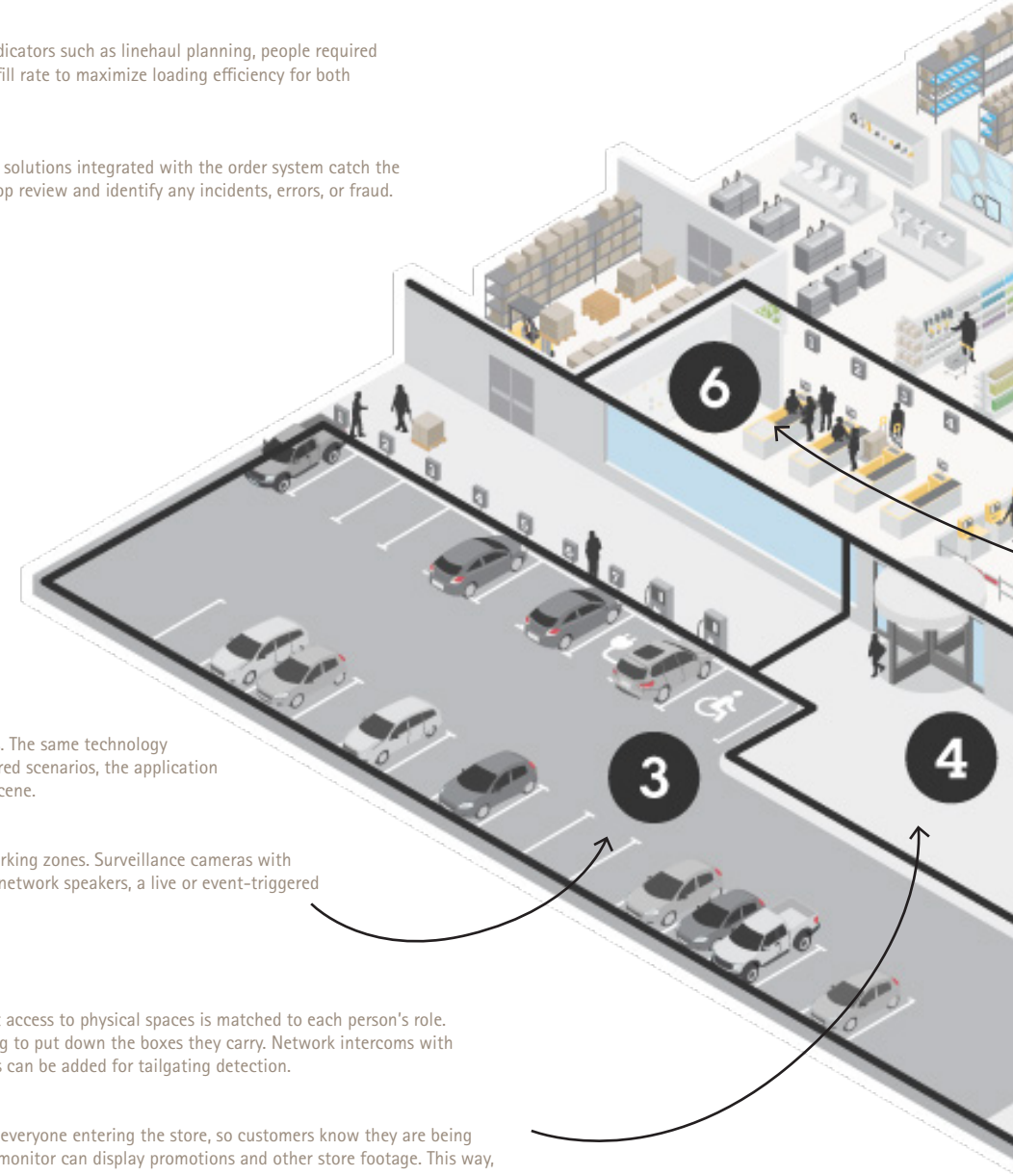
4 Entrance

Authorized access for staff and visitors

Verify entry for staff and visitors using different types of authorizations, such as QR codes, cards, and key fobs, so that access to physical spaces is matched to each person's role. Touchless access control for staff improves efficiency, letting them move from storage to the sales floor without having to put down the boxes they carry. Network intercoms with high-quality video and audio can be used as an additional layer of authorization. A camera with AXIS Object Analytics can be added for tailgating detection.

Deterrent public view monitors

Discourage unwanted behavior in your store before anything happens. A public view monitor at the entrance displays everyone entering the store, so customers know they are being watched. In addition, their faces can be boxed so they think that they are being recognized. By adding a decoder, the monitor can display promotions and other store footage. This way, customers not only see they are monitored throughout the store but also receive marketing messages.





5 Interior/sales floor

High-value goods monitoring

Protect high-value goods from theft with cabinet doors that are wirelessly connected to a camera, and if opened, sensors can signal the camera to zoom in on the cabinet. Axis cameras give crystal sharp HDTV quality that holds up as evidence in court.

Access-controlled cabinet locks

Safeguard expensive goods by keeping them in access control cabinets that require swiping a card over a reader to unlock them. The system unlocks all drawers so that the selected drawer can be opened, but as soon as the drawer is opened, all the other drawers automatically lock. This also enables you to know exactly who has had access and when.

Empty shelves detection

Manage your inventory by detecting empty shelves on your sales floor. Axis cameras capture video images of store shelves, and machine learning and image processing algorithms analyze data about stock placement and availability. When a need for replenishment is detected, a real-time alert is sent to a dashboard or mobile app informing staff of the need to re-stock specific items.

6 Checkout

Mis-scanning detection

Identify when a product has not been scanned or has been scanned incorrectly at a self-checkout. Axis cameras with partner analytics and integrated audio can detect these situations and trigger a voice message to remind customers to scan, to re-scan properly, or with other instructions.

A transaction without a customer present

Discover if there is no customer present in front of the cashier when an employee has opened the register, using a camera with analytics integrated with the VMS and POS. A sensor can communicate with the camera to verify that a customer is present. If the register drawer opens without a customer, an alert is sent to management, and each transaction is bookmarked, saving time for easier review.

Cart pushout detection

Detect if a customer tries to leave the store with a full cart without paying. Cameras with partner analytics monitor the movement of shopping carts through closed checkouts, emergency exits, etc. If analytics determine the cart is being removed suspiciously, the event is bookmarked in the VMS, an audio message requests a return to the checkout, and an alarm is sent to staff for in-person intervention.



Why Axis for retail?

- Axis network solutions for video, audio, access control, and analytics enable a smarter, safer store
- Intelligent solutions for real-time alerts and data for actionable insights
- An open, flexible, and scalable platform – the system can grow with evolving needs over multiple sites
- A continual launch of innovative network products
- Meet sustainability goals with high environmental and ethical standards
- Products and services that reflect the best cybersecurity practices
- Support all the way and a 5-year warranty service



For more information, please contact your Axis representative and let us know how we can support your needs or visit www.axis.com/retail