



## Retail – virtual eye on your employees and customers

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### A new look at retail surveillance

What if you could implement a modern, state-of-the-art surveillance system that enables you to:

- Improve the profitability of your retail outlet
- Significantly reduce shrinkage
- Improve staff security
- And at the same time provide even better service for your customers?



With our network video solution, you can do all of this and more.

### New technology – new possibilities

Whether you run a single shop or a whole chain of malls, network video makes a noticeable improvement in your bottom line. The introduction of network video has revolutionized the way retail professionals work with loss prevention, store optimization, fraud detection, security and customer service. Overall, network video provides a whole new set of tools to reach operational excellence.

### Several advantages

Implementation of network video in retail environments has proven successful in many ways. Highlights include:

- **Revenue increase.** Network video helps to improve staff planning, store layout and in-store advertising. It is also a highly efficient loss prevention tool.
- **Fast ROI.** Reduced loss, less time spent on investigating suspect incidents, decrease in liability claims, enhanced marketing and optimized staffing all result in a compelling ROI.
- **Seamless integration.** Network video solutions from Axis run on standard Ethernet networks and are compatible with your existing infrastructure. They easily integrate with e.g. POS and EAS systems, providing efficient ways to investigate suspect incidents and analyze business performance.
- **Future proof.** Our network video solutions are based on open standards, giving you maximum flexibility when choosing surrounding equipment. The solutions are fully scalable and allow you to take advantage of the latest technologies and features.

### Meet your retail challenges with well-proven solutions

Our surveillance solutions have been installed in retail environments around the country. With our long experience and proven track record in network video technology, you can rest assured that Astaa will enable you to achieve your retail surveillance ambitions.