

QOGNIFY RETAIL SOLUTION. FEEL SAFE AND ENJOY SHOPPING.



REDUCTION OF THEFT & FRAUD, SUPPORT OF PROCESSES AND DECISIONS

If you believe recent surveys to be true, commercial damage in the USA caused by retail shrinkage accounts for about \$46,3 billion per year. More than half of this is caused by shoplifting. Another 40 % of the total amount can be related to employees and suppliers.

The consequence to this enormous volume of loss is obvious: prevention and investigation by combining traditional article surveillance and intelligent video technology. But video-based systems do not only reduce retail shrinkage. They can also be used to better understand customers and their buying behaviour and to optimize the sales approach. The Qognify Retail Solution provides answers for both requirements.

THE CHALLENGE

It is not an easy time for highstreet retail businesses: Online trading provides maximum price transparency and therefore puts enormous pressure on the margins through a plain cost structure and 24/7 opening hours. Retail shrinkage and inventory differences have yet another negative effect on the profit situation. While many cases of shoplifting can be contained by traditional electronic article surveillance, theft or fraud caused by employees and suppliers can only be solved through the integration of video into business processes.

But for retailers it's not just about avoiding the loss of goods: supporting business processes and optimizing the presentation and placement of goods in a shop can also be essential for commercial success. The key questions which

arise in this context are for example: "How do customers behave when they want to buy my products?" or "Which route do customers take through my shop?" Products, which are stacked in shelves far away from heavily frequented aisles, attract less interest and will therefore be bought less often than goods with best placements. Depending on time of day and day of the week, the customers' structure may vary significantly, too. Information about customers currently in the store can for example be used to optimize content on digital signage.

REDUCE RETAIL SHRINKAGE

Video technology already found its way into the retail stores some time ago but shoplifters are not discouraged by video surveillance alone anymore. While electronic article surveillance systems (EAS) based on label technology (RF/EM/RFID) can alert the store personnel in case of shoplifting, these systems cannot be used for evidence purposes if a shoplifter cannot be caught immediately. Through a connection to the Qognify Retail Solution, an alarm from the EAS system can be forwarded automatically to the video system. Thus, alarm recordings can be started on relevant cameras near the exit and the live images will be displayed on the workstation of the store detective immediately.

If there is no EAS system in place, retail stores are an even easier target for thieves: e.g., while employees are talking to customers, shoplifters can easily exit the store by passing

SUPPORT OF PROCESSES AND DECISIONS

The Qognify Retail Solution supports processes and decisions by extracting information from the video footage and preparing the data for the user in a company-specific way. Here are some examples how this can look like:

- Via so-called "heat maps", the store owner can easily analyze, which areas of the store (like aisles, shelves etc.) are frequented by customers. With this functionality a user can get important information to draw conclusions about the acceptance of a particular store layout or about the best placement options for particular goods.
- By counting people and objects, the Qognify Retail Solution can also be used to obtain information about peak traffic time in the store. Collecting these data and combining them with data from the PoS system provides reliable information about the conversion rate. This way, the personnel planning for the store can be done more efficiently.

ABOUT

Qognify helps safeguarding your world, focusing on the outcomes of customers, who place a premium on physical security. Providing solutions to mitigate risks, increase security and optimize operations, Qognify serves thousands of customers all over the world as a trusted advisor. The comprehensive portfolio of Qognify contains physical security and incident management solutions, which create value for many sectors.

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an unattended cash point. But also for this particular case the Qognify Retail Solution can provide corridor surveillance by using intelligent video analytics algorithms on the camera or on a dedicated server: in case a person crosses a virtual tripwire, an alarm will be triggered, which automatically starts an alarm recording for the camera mounted above.

In a similar way retail shrinkage caused by employees can be avoided. The Qognify Retail Solution provides the option to connect the video management system to an ERP or POS system. Data from both systems can be connected to the corresponding video footage and can therefore be used as search parameters in the video system. Critical transactions such as cancelations or returns can be analysed in detail afterwards.

- Video analytics can be used to inform store management if the line at a register is exceeding a defined length.
- Use analytics algorithms for face recognition to determine the gender and age of persons in the camera view. With this function, more precise conclusions can be drawn about the customers' structure over a period of time. Selective advertising on digital signage and audio jingles can be planned in an optimum way.
- An LPR module can read out all license plates automatically at the access road to the customer car park and sort them by region of origin. By analysing these data it is easy to determine where the customers come from. Regions with fewer customers can be pushed by selective advertising campaigns.

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ADVANTAGES

PROFIT



Increase profit by minimizing losses

PROCESSES



Improve availability and fulfillment

APPLICABILITY



Intuitive, effective, user-friendly

SCALABILITY



In heterogeneous branch structures