

# AXIS - Products in a Retail Environment

AXIS Communications is the largest vendor of network video surveillance cameras in the world. The UK physical security market is currently undergoing a major shift from analogue to IP based video surveillance and AXIS is a major player in driving this shift, offering network video solutions for all markets from small systems to large enterprise installations.

## Retail

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
- + Provide even better service for your customers?

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

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

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



### Several advantages:

- + **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 optimised 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 POS and EAS systems, providing efficient ways to investigate suspect incidents and analyse business performance.
- + **Future proof:** AXIS 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.



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