



# Benetton Megastores Vienna

In Vienna's famous shopping areas, Kärntner Straße and Mariahilferstraße, Benetton counts on IP-based video surveillance for successful conversion rate management.

*“Observer 4 starts a new era of multifunctional video surveillance.”*

TINO & MARC WIESER  
CEO MTM TEXTILHANDELS GMBH

## Challenge

With 3.000m<sup>2</sup> sales area in Mariahilferstraße it is Europe's biggest Benetton Megastore. Also the 1.000 m<sup>2</sup> Benetton Megastore in Vienna's Kärntner Straße belongs to mtm Textilhandels GmbH, which offers the complete fashion collection of the Italian label to its customers.



Typical challenges in retail like internal and external shrinkage, staff security, and protection of assets should be addressed efficiently despite heavy customer traffic. Moreover precise customer frequency monitoring and customer behaviour analysis should support the management in day to day decision making and due to optimizing marketing and staff management a fast return on investment should be realised.

## Solution

49 resp. 35 network cameras installed at hot spots of the shops on the ceiling provide

vide about 80 % sales area coverage. The IP based video management platform NETAVIS Observer ensures reliable, high-performance and easy to handle security surveillance. Additionally, the retail module POS

Monitor enables fully transparent monitoring of cash desk operations due to live and archive combination of POS system data with corresponding video streams.

The leading edge iCAT video analytics is seamlessly integrated in NETAVIS Observer. Due to Smart Tripwire Technology, NETAVIS is able to represent highly accurate and directional people counting stations at entrances, lifts and stairs without any additional equipment.

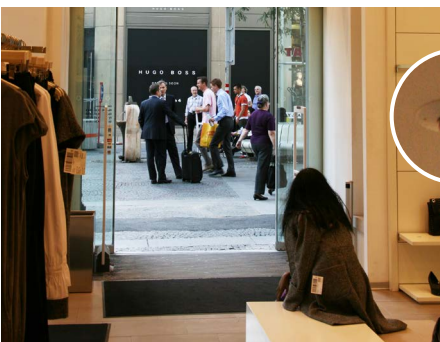
Customer flow measures generated by video analytics, additional video meta data and business data like revenue or sales counts are integrated in NETAVIS' special Retail Data Warehouse Pegasus. On daily basis, Pegasus provides relevant data together with the key figure conversion rate either as report or as charts to the management.

## Benefit

Security and loss prevention as well as effective cashiers management by transparency safeguard the smooth workflow in Benetton Megastores Vienna. As a result of synergetic usage of security technology also for management and marketing purposes and of NETAVIS high performance software architecture, investment costs decline and fast ROI is ensured.

Conversion rate management is improved by reliable customer frequency monitoring based on facts instead of estimation of staff members.

Additionally, shop managers of Benetton Megastores are able to distinguish heavily frequented shop areas from less favoured ones via PC, tablet or smart phone. Therefore, they are ready to react on a remote basis in terms of staff management or product placement. As soon as the conversion rates decline below a critical benchmark, action is taken.



SECTOR:	Retail
LOCATION:	Vienna, Austria
SOFTWARE VERSION:	NETAVIS Observer 4, Enterprise Edition
SPECIAL FEATURES:	iCAT Video Analytics, Smart Tripwire, Retail Modules: Pegasus and POS Monitor
TECHNICAL DETAILS:	85 IP-cameras in 2 subsidiaries, Distributed setup with one Observer server and one Pegasus server per store