



Added Value for Retail

Platform for Security & Business

NETAVIS Software 2018



Challenges in the Retail Sector



- 🕒 **Inventory losses** in Germany 2016:
€ 4 billion or 1,01% of revenue
- 🕒 Integrate video systems with **existing IT infrastructure**, security and business applications
- 🕒 **Unleash potential** of video analytics

Source: Videoüberwachungssysteme (CCTV) im Einzelhandel 2017
EHI Retail Institute GmbH www.ehi.org



- ❶ Compensate for **competitive disadvantage** compared to **online retailers**
- ❷ **Missing customer information:**
 - ❶ Customer frequency
 - ❷ Customer segmentation
 - ❸ Customer behaviour



Source: Videoüberwachungssysteme (CCTV) im Einzelhandel 2016
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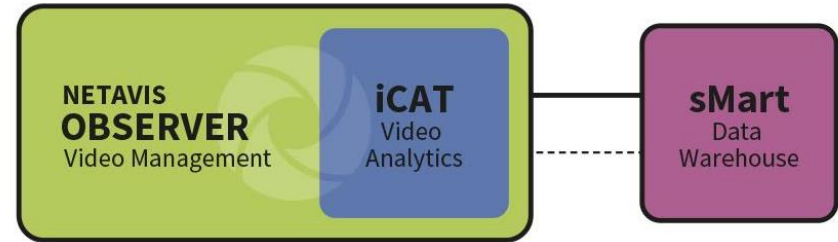
NETAVIS

The Platform for
Security and Business



One Platform – Three Components

- 🌀 **NETAVIS Observer:** a Linux-based video management system.
- 🌀 **iCAT:** a versatile video analytics solution integrated into NETAVIS Observer.
- 🌀 **sMart:** a data warehouse that stores, processes and visualizes data from Observer, iCAT, and other sensors (e.g. Hella 3D sensors).



Observer Video Management



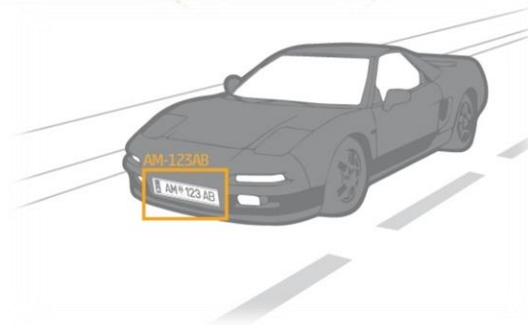
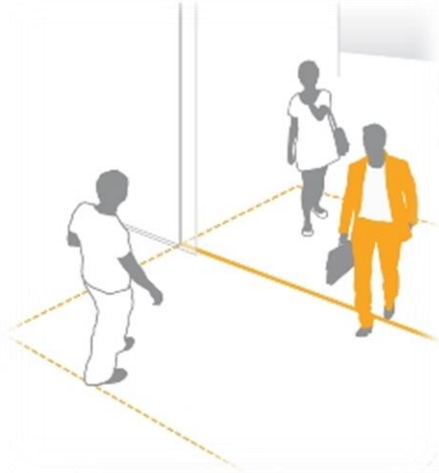
- ❶ Loss prevention and **inventory shrinkage**
- ❷ Central and remote monitoring of **unlimited** subsidiaries
- ❸ Live monitoring and recording
- ❹ Meets strict **data protection requirements**
- ❺ **File export** for insurance, police and courts



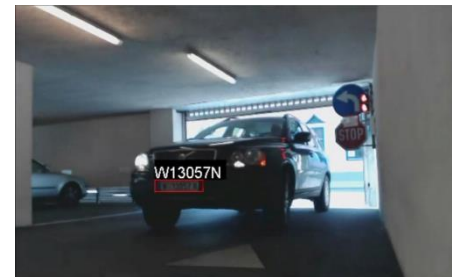
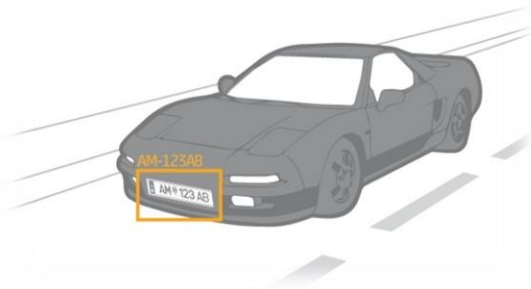
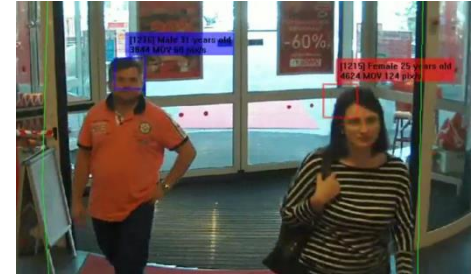
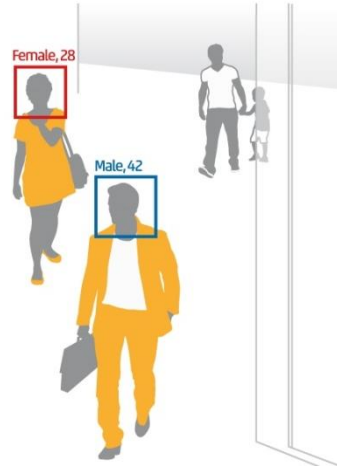
iCAT In-Store-Analytics



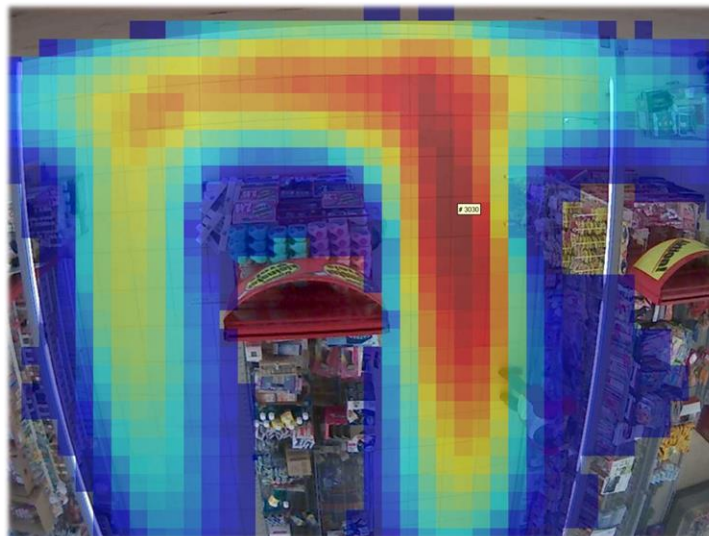
- People
- Vehicles
- Traffic Conversion (Outdoor, Indoor, Floors, Zones)



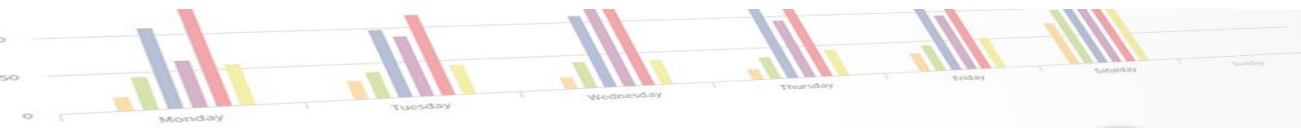
- Demographic (age, gender)
- Geographic (region, country)



- Movements
- Stops
- Stopping time
- Speed

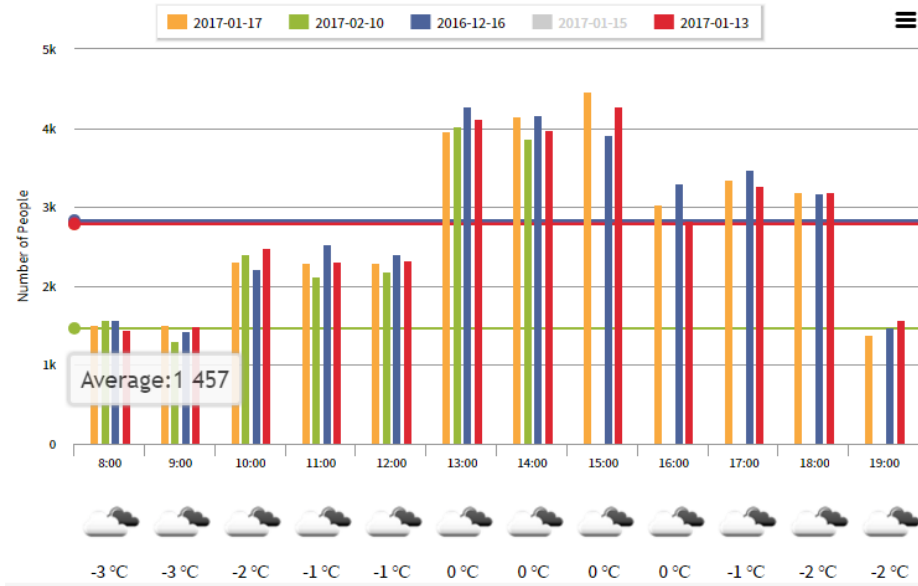


sMART Data Warehouse



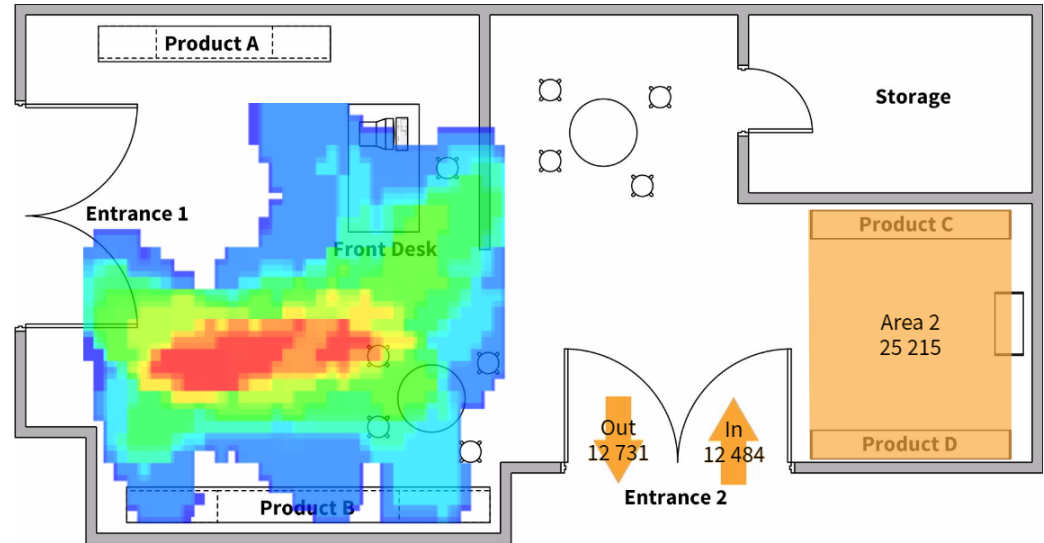
Transforms
Security and
Business
Data Into
**Valuable
Information**



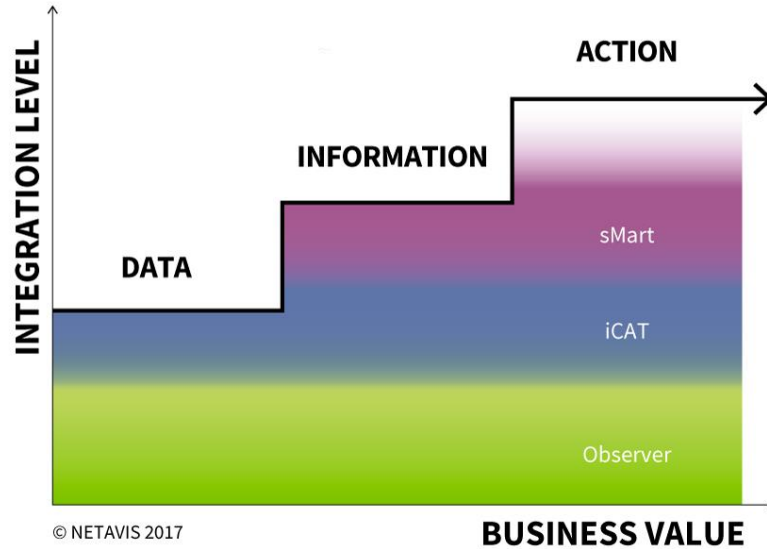


- Collects and stores data from diverse data sources, including iCAT Video Analytics, and transforms it into key performance indicators
- Available as service in the cloud or alternatively as a locally installed solution

- Individual **dashboards**
- Automatized **PDF reports**
- In-store **business intelligence**
- Fast and easy implementation** and **adaptability** to individual user requirements

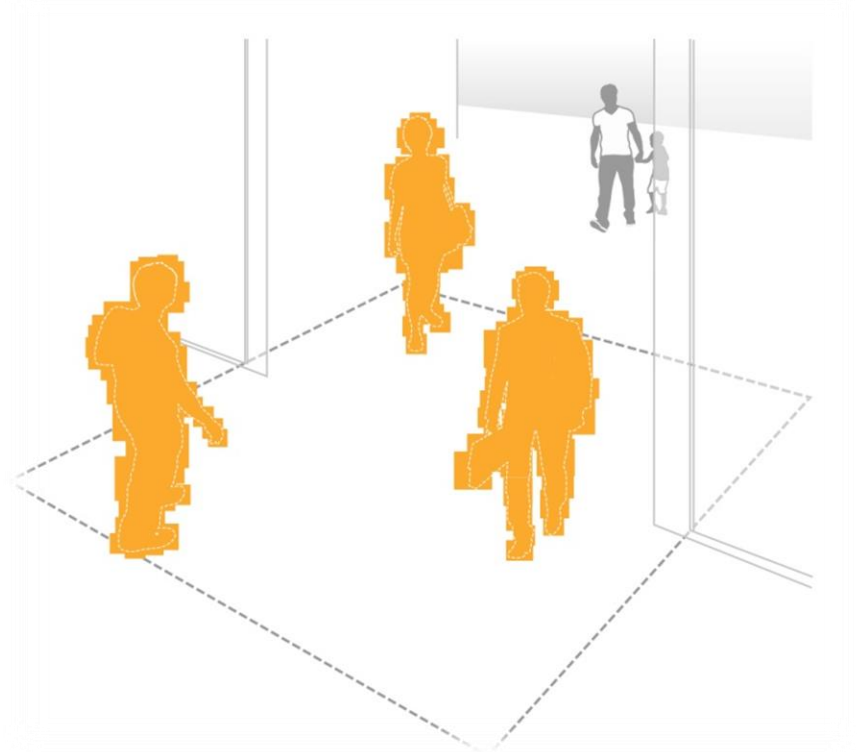


NETAVIS Value Chain



No **Added Value** without
Business **Integration**

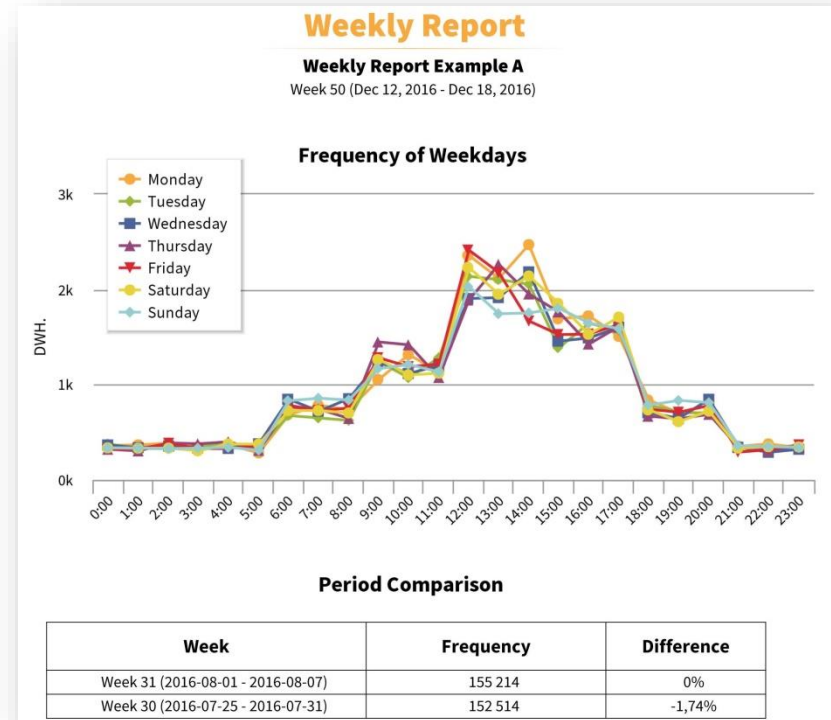
- 🌀 **Four-eyes-principle**
- 🌀 **Privacy mask** & Dynamic Privacy Mask
- 🌀 **Camera-server** encryption
- 🌀 **Server-client** encryption
- 🌀 **Archive** encryption
- 🌀 **Strict separation** of video images and business data



- 🌀 **Re-use of existing infrastructure**
- 🌀 **Free choice** of various hardware manufacturers
- 🌀 **Integration** with existing IT infrastructure
- 🌀 Scalable, **future-proof** solution
- 🌀 **Step-by-step** extension with additional subsidiaries and functionalities



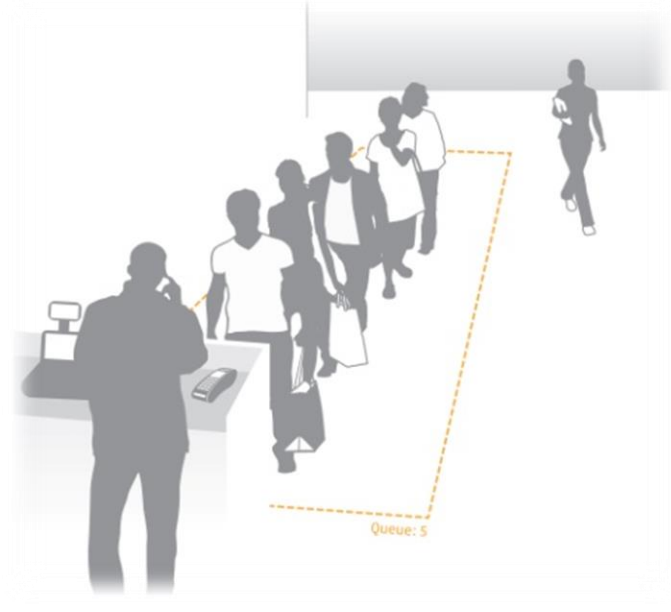
- 🌀 **Increased sales**
- 🌀 **Optimized staff deployment**
- 🌀 **Higher product group frequency**
- 🌀 **Store layout optimization**
- 🌀 **Successful target marketing**
- 🌀 **Double return on investment**
- 🌀 **Better customer service**



Service Zone Management



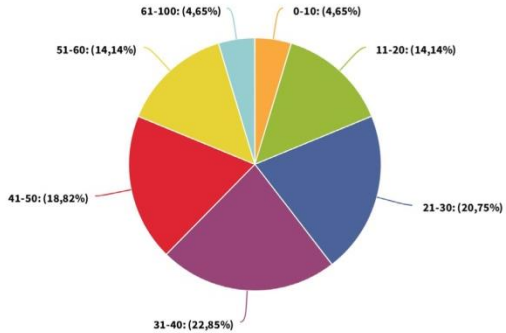
Queue Management



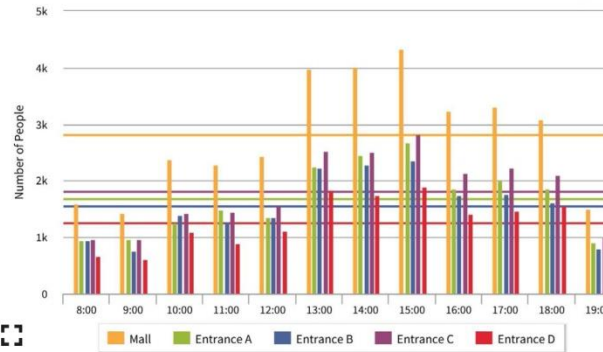
Collecting Customer Information



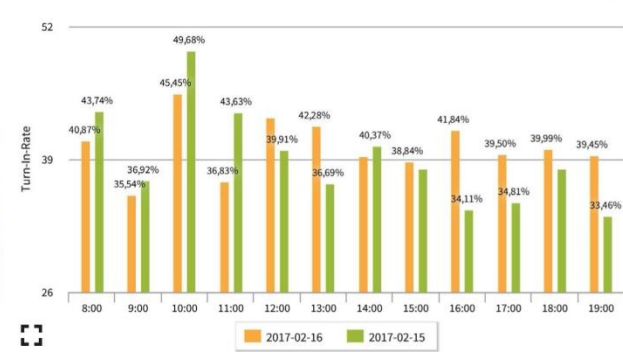
Age Segmentation: Week 6 - Entrance A-D



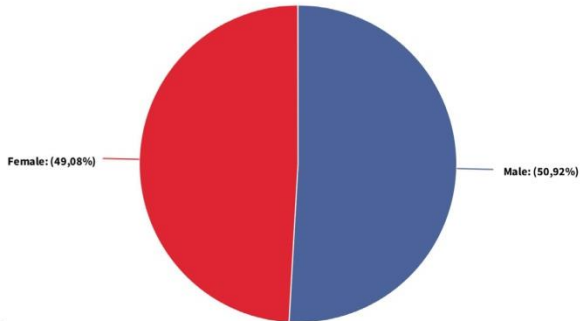
Frequency: 2017-02-16 - Entrance A-D



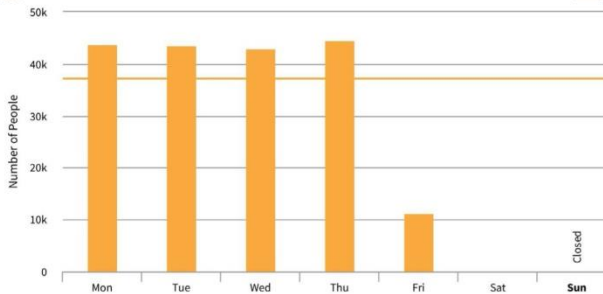
Turn-In-Rate: 2017-02-16 - Entrance A-D



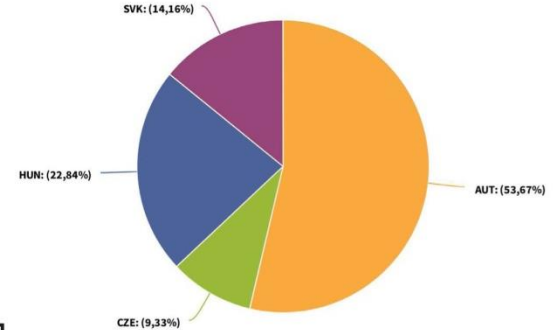
Gender Segmentation: 2017-02-17 - Entrance A-D



Frequency: Week 7 - Entrance A-D



Cars by Country: 2017-02-17 - Parking





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Selection of References

