

Intelligent fashion shop network video surveillance.

Reserved & Cropp Town defines the roots of success and reduces loss with Axis network cameras.



Organization:
Reserved & Cropp Town
(LPP Retail Czech
Republic s.r.o.)

Location:
Czech Republic

Industry segment:
Retail

Application:
Loss prevention, safety
and security

Axis partners:
Datec, NetRex

Mission

Reserved & Cropp are young and popular brands on the fashion market. In the Czech Republic, they are sold in 39 specialized outlets called Reserved and Cropp Town, run by LPP Retail Czech Republic. Tough competition, rising costs and an increasing number of thefts forced this vendor to look for ways to make sales more effective. The company management's goal was to solve a few key points. The main requirement was to find a technical solution to cut down losses of goods. The next requirement was a possibility to visually monitor sufficient stock in outlets. Next, an effective tool to check performance and a way to measure the company's marketing campaign effectiveness were sought.

Solution

To solve these problems, NetRex Company services were selected, as NetRex focuses on development and providing applications for modern network video technologies. The company cooperates closely with Axis Communications from Sweden and uses their IP cameras in installations. These cameras were the right choice that helped to meet requirements placed by LPP Retail.

All deployed AXIS M1054 Network Cameras, combined with optical barriers, are connected to the central NetRex platform that provides many services, including unified access, recording functions and device functionality checks. The central platform also significantly reduces costs of buying additional servers for outlets or company headquarters as they are no longer necessary.

Result

High definition cameras provide a high-quality overview of outlets actions from everywhere and throughout the day, including the possibility to alert responsible individuals to undesirable situations. An intuitive interface provides filtering and quick search options for requested records. Thanks to Point of Sale (POS) and camera systems integration, video records of every cash transaction at any branch are available. Optical barriers, connected to cameras, provide the company management with clear, comprehensive information about every outlet's customer turnout and, based on this information, they can evaluate not just each outlet's performance but also marketing campaigns' efficiency.

“Deployment of the NetRex system, using top-quality Axis network cameras, makes our everyday operations significantly easier. The high-quality image from cameras and, mainly, the interconnection with our POS system, is a real benefit for our business.”

Josef Novotný, IT Manager in LPP Retail Czech s.r.o.

Emerging technologies

The vast possibilities of today's technologies demonstrate themselves, in this case, mostly through POS and camera systems interconnection. The Datec POS system, used in LPP Retail outlets, can communicate with the central NetRex platform and provide an ongoing overview of actions at each and every POS. Video records of every transaction are available, including a very fast search for critical ones. Responsible individuals can easily check ringing up goods and watch records of opening or closing the outlet or records from the moments when the cashier drawers were open.

“The software solution is based on the AXIS Video Hosting System platform, which underwent intensive development and is now highly adopted to both our and customers' needs. The advantage of the AVHS system lies in easy access to the data, a possibility to set up user rights at several levels and very simple expandability and variability of the system, with many options to integrate a third-party software,” says David Capoušek, CEO of NetRex s.r.o. which designed, installed and runs the system in LPP Retail outlets.

The video from cameras is recorded locally in high definition and is transferred through a secured Internet connection in lower definition to central NetRex servers. The records are stored there and, if necessary, are ready to be quickly searched through. The records in the outlets provide sufficient definition and frame rate in case the police need evidence.

The camera system hosted on the central platform provides LPP Retail with a top solution without the need to buy their own servers and applications or to hire tech staff to look after this additional hardware. One of many useful features of the central platform is an automatic connected device status check function. When a device gets disconnected or a problem with recording occurs, it immediately sends the information to the operator by email or via a text message.

Only measurable things can be improved

Optical barriers at entrances to the outlets send information about the number of outlet visitors to the central platform via the cameras. The NetRex People Count service handles the data and presents it using charts and tables. In this way, company management gets a powerful marketing and control tool. Using the tool they can assess whether marketing campaigns bring potential customers to the outlets. The tool also allows making optimal staffing plans, based on each outlet's turnout. The integration with the POS system allows the company to measure the so-called Conversion Rate which shows how many visitors turn into actual customers. Conversion Rate is a Key Performance Indicator of each outlet that can be measured accurately and allows us to compare outlets with each other. Based on video records and live viewing in high definition, each manager can analyse the roots of success in the best-performing outlets and train others to achieve similar results at least.

Outlet check in a second

Company management acknowledges not just enhanced outlets security but also a simple central surveillance of each outlet. It makes everyday processes easier and reduces the need to visit outlets in person. A responsible manager can, no matter when and where, use his/her cell phone or laptop and check goods arrangement and stock and verify the previously established sale quality of the product range.

