RETAIL SOLUTION BROCHURE

Secure your store, and maximize your revenue

- Security Management

- Loss Prevention Management

- Operation Management

- Marketing Management

RETAIL SOLUTION

INTRODUCTION

International companies and top retailers worldwide are seeking ways to generate profits from advanced processes in their operations, promotions, merchandising, human resource, and security management. Video based solutions are not just systems utilized for surveillance, but also as a solution with intelligent and analytical ability, creating great value in the retail environment. Investment on a video based solution is a great opportunity to reap the benefits of more efficient business operations and better security management at the same time.
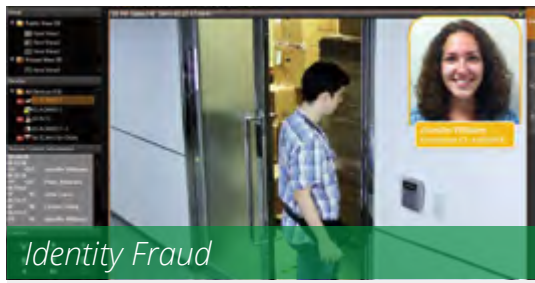
CONTENTS

SECURITY MANAGEMENT

Ensure the safety and well being of both employees and customers

Unauthorized Access Prevention by Access Control Integration

Identity Fraud

Without surveillance videos, it is hard to be sure if the identity shown in the entry log matches the accessing person. Access control integrated with the surveillance system can remarkably prevent the crises and loss resulting from identity fraud by providing video proof and entry log at the same time for verification.

Tailing

When someone is entering the room, the access control system will record only this entry, without noticing the people who tail behind and access without any access card. To avoid the danger generated from this situation, the surveillance system can detect it and alert the control center.

Burglary Detection

Suspicious Activity

If someone is lingering around and trying to break into the store after it is closed to steal precious properties, the video surveillance system can detect the intrusion and alert the manager to stop burglary from happening.

Camera Tampering Detection

Camera manipulations such as covering the lens or redirection can be detected and an alert can be immediately sent to the control center.

LOSS PREVENTION MANAGEMENT

Preserve profit by reducing preventable losses

Theft Prevention

Large Public View Monitor at Corner

Public View Monitor at Cashier

Publicly displaying the surveillance live monitoring through a big monitor can effectively discourage and deter people from stealing stuff.

Customers could leave self-service cashiers without paying for one or many items.
A public view monitor next to the self-service POS cashier is able to deter this behavior.

Shoplifting Monitoring

Missing Object Detection

Covert Camera
Ceiling Mount Camera
Discreet Monitoring

When a specific object is missing, the surveillance system can detect it and alert the control center to catch the thief immediately.

A covert camera installed at the entrance at the face level can always discreetly catch the thief's facial characteristics when he/she is looking down or wearing a hat.

Tackling Employee Theft by POS Integration

Sweethearting

Manual Barcode Input

Cashier Open and Void Transaction
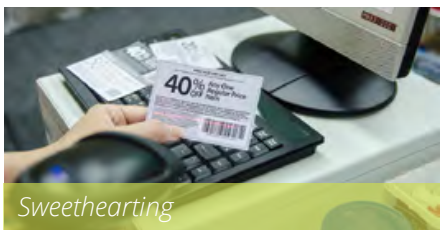
The manager will be notified immediately when discounts are given. This is able to prevent profit loss resulting from the unauthorized discounts given by the employee to his/her relatives or friends.

Incorrect transaction data and wrong payment could be made, purposely or unintentionally, by keying in a barcode Manually. The manager can always be notified and see the video to verify.

The video surveillance system can detect and notify the manager when the cash register is open while no transaction is conducted or the transaction is voided to prevent employees from stealing money.

OPERATION MANAGEMENT

Run your business smartly to win more revenue

Queue Management

The queue in the store or at the drive-through can be efficiently managed to reduce customer's wait time to create positive customer experiences, or even strategically use the queue to make more profits.

Employee Efficiency

The manager can always be aware if the clerk is not around the cash register when there are customers in the check-out area.

Employee's Adherence to Guidelines

The manager can observe if the employees do follow the company guidelines to introduce and promote the products, and serve the customers, ensuring consistent service quality.

Arguments with Customers

Get the real story and make a better response to the customer service issue with video and voice evidence.

Wrong Change

If a customer is claiming being short changed, the video with transaction data can clarify the dispute.

MARKETING MANAGEMENT

Understand your customers to create more sales opportunities

Customer Footfall

With ACTi People Counting Camera, learn exactly how many customers come to the shop to maximize the efficiency of marketing campaign and maintain a comfortable shopping experience. Additionally, get the accurate conversion rate with POS integration.

Heat Map of Visitor Traffic Flow

It is important to understand which areas in your store are visited most to design the store layout or place the product items cleverly to generate more interest or create more sales.

Smart Ads Display

Promoting products to your customers by displaying ads from the public monitor according to their profiles such as age, gender and emotion to smartly draw their attention and increase the efficiency of your marketing campaigns.
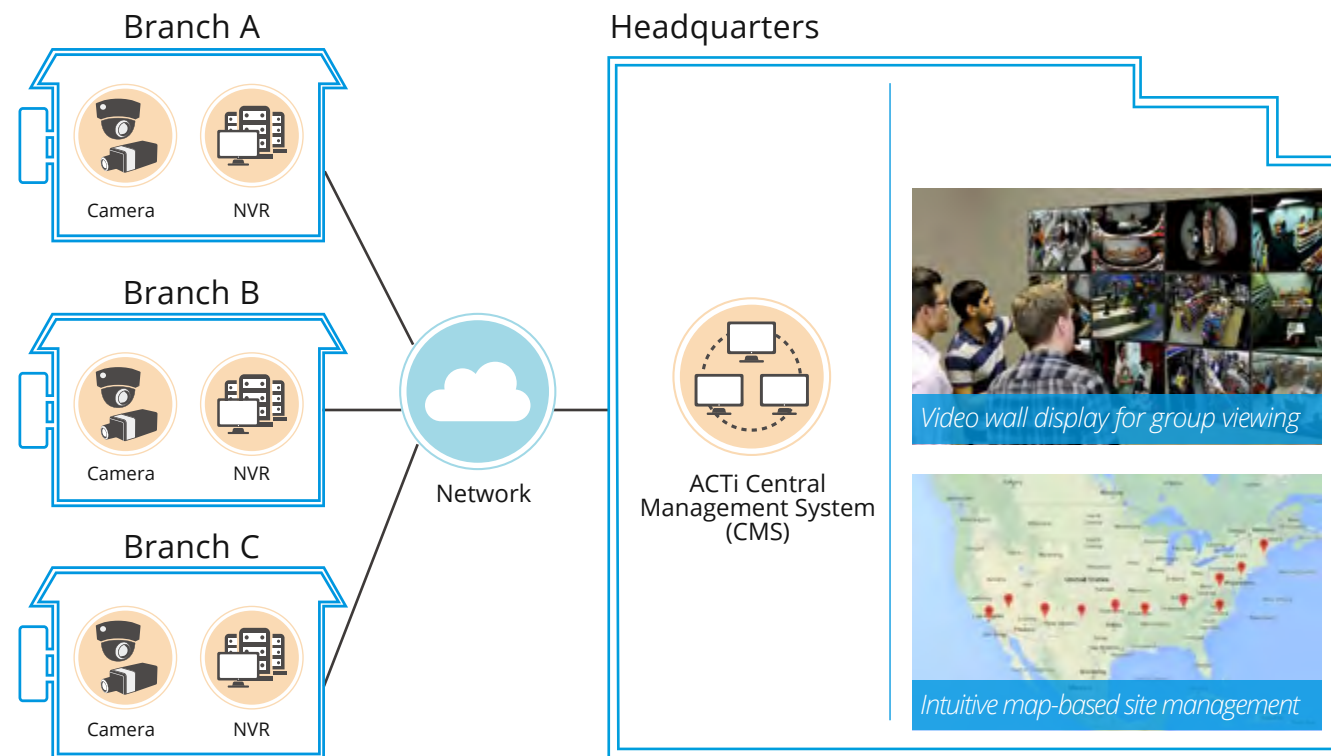
Customer Analysis

Tina Johnson
Recent Purchases:
2017/1/16
Boots, black, size 7

Studying customer behavior is one of the keys to a successful marketing strategy. Calculate how long the customers have stayed in front of an aisle or product, and match this information with customers' profiles as well as purchase history to discover more helpful insights.

MAP-BASED CENTRAL MANAGEMENT

Conveniently manage all the branches far and wide in a control center

Branch A

Camera | NVR

Branch B

Camera | NVR

Branch C

Camera | NVR

Network

Headquarters

ACTi Central
Management System
(CMS)

Video wall display for group viewing
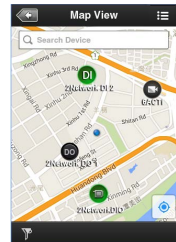
Intuitive map-based site management

REMOTE MONITORING FROM MOBILE DEVICE

Connect to your surveillance system with your mobile devices anytime and anywhere
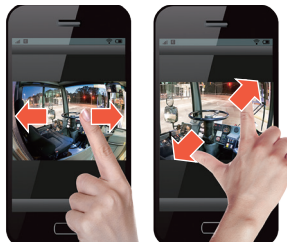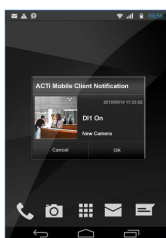
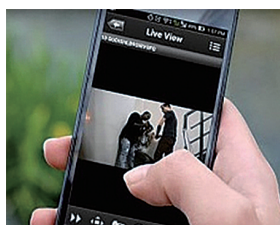Live View and Playback

Google Maps

Control PTZ Cam

Search Video by Events

Notification Push

Video Push

Access Control and POS Integration

ACTi UNIFIED SOLUTION

Cameras . NVRs . IVS . MAS. CMS . Client Applications

Cameras

- Up to 12 megapixel resolution
- Various camera types for different applications
- Clear videos with details in any lighting condition
- Weatherproof, vandal proof and vibration proof
- Local storage for recording back-up
- Built-in video analytics

Network Video Recorders (NVR)

- Up to 200 channels of cameras supported
- High definition live view with preferable layouts
- Simple and fast search for recorded videos
- Recording based on custom schedules or events
- Optimal reliability with redundancy system
- Powerful software NVR 3 in three editions

Intelligent Video Surveillance (IVS)
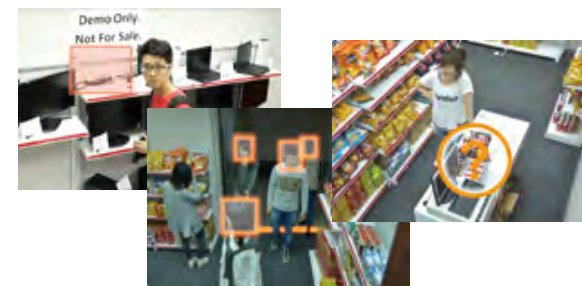
- Video-based analytics and reports for better security, business and operation management
- Smart algorithms to identify various scenarios

Market Application Suite (MAS)

- Customized cloud-ready solution for optimizing business and operation management
- Aggregation of various types of metadata into easy-to-understand insights
- Real-time detection, response and notification
- Standalone, software and cloud-based MAS types

Central Management System (CMS)

- Unlimited cameras and NVRs supported
- Map-based site management
- Single control center to manage and monitor multiple sites
- Video wall display for group viewing

Client Applications

- Media Display Station -

- Displaying surveillance live monitoring and other media contents through a large TV panel
- Displaying demographic adaptive content through Media Display Dongle with built-in analytics
- Managing remotely the digital signage content from a single management server
- HDMI output with 1080p resolution

- Mobile Client -

- Both iOS and Android supported
- Live monitoring from everywhere with mobile devices
- Access to multiple devices, including cameras, NVRs and CMS servers

- Workstation -

- Both Windows and macOS systems supported
- User-friendly interface to configure NVR servers
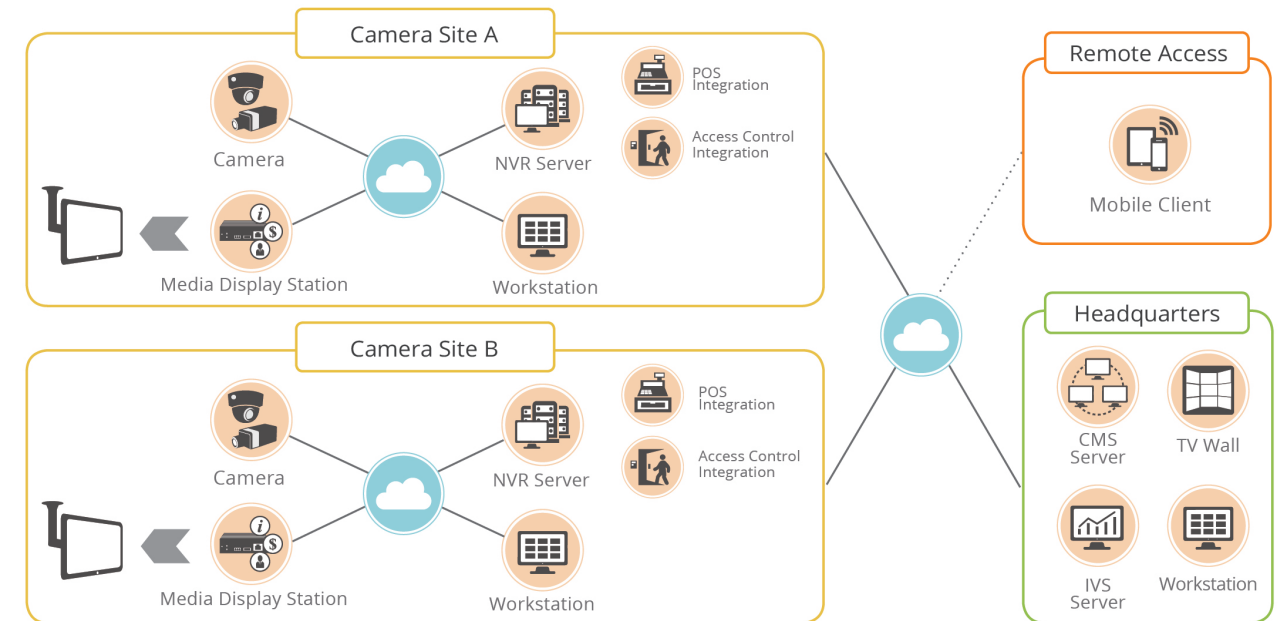- Standalone Workstation with up to 200 channels

- Edge Recorder Client -

- Windows system supported
- Lite version of NVR system based on camera local storage
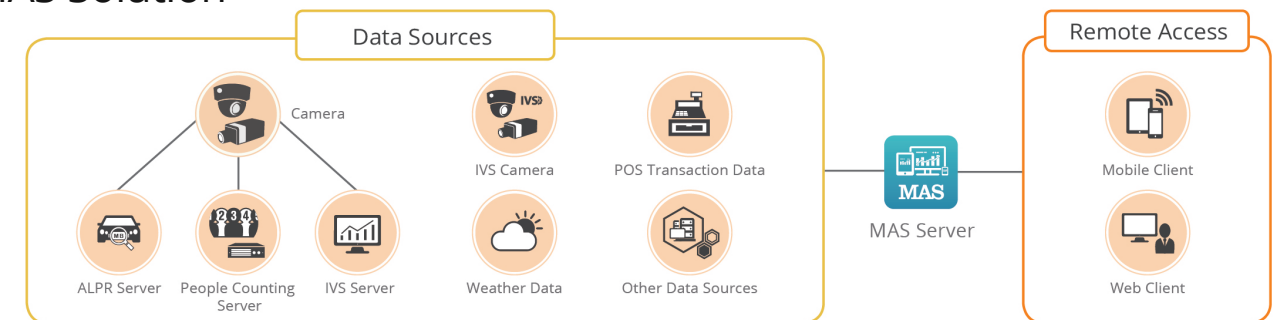- Up to 16 channels of cameras supported

SOLUTION ARCHITECTURES

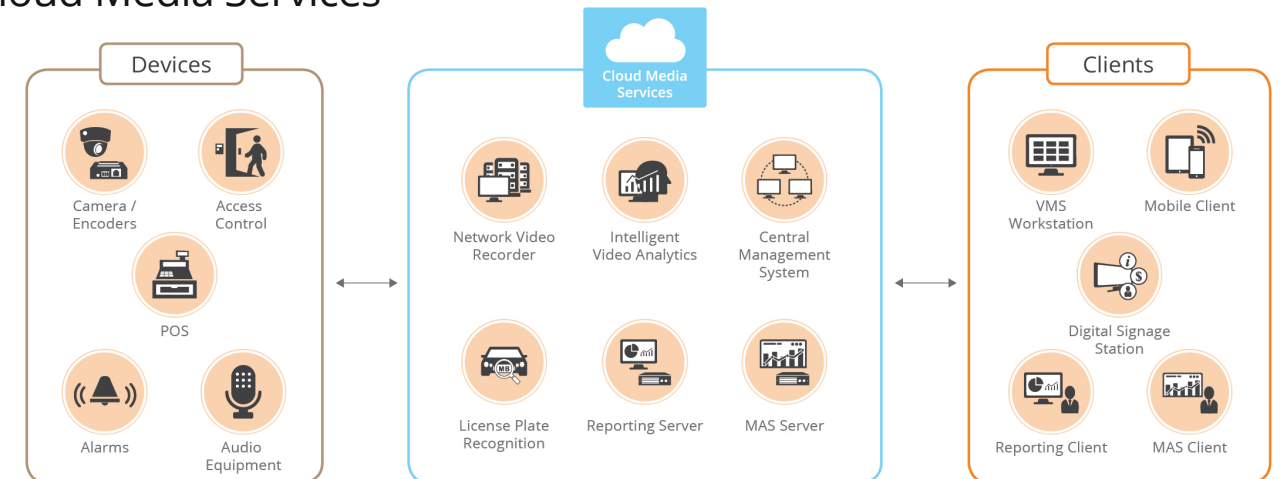Satisfy your needs with flexible end-to-end solution architectures

Advanced Solution

MAS Solution

Cloud Media Services

The diagrams here are for reference only. The solution can be adjusted and customized according to your needs and requests.

ACTi, YOUR BEST PARTNER IN RETAIL BUSINESS

As a fast growing solution provider, ACTi is dedicated to manufacturing state of the art IP video surveillance technology and providing end-to-end turnkey solutions worldwide. Today, theft prevention is simply a fundamental for video surveillance technology; the real value of video technology is the minimization of shrinkage across all departments in the retail environment. ACTi's retail solution allows a large number of locations with different data, different profiles and different customer behaviors to be hosted and analyzed on one centralized database. Besides security management, ACTi's retail solution also helps generate profit and make well informed business decisions.

Secure your store and maximize the revenue with ACTi now !

Global
ACTi Corporation
Tel: 886-2-2656-2588   Fax: 886-2-2656-2599
E-mail: sales@acti.com

US/Canada
ACTi Corporation Inc.
Toll Free : 1-866-410-ACTI (2284)
E-mail: sales@acti.com

Visit our Retail webpage now!

www.acti.com