HIKVISION®

MINIMIZE SHRINKAGE AND MAXIMIZE BUSINESS
RETAIL SOLUTION

Hikvision Retail Solution
Going Beyond Security

Running a successful business is no easy task, and it is becoming increasingly challenging. While you are still figuring out how to stop shoplifters and keep a close eye at the warehouse, making sure customers have great in-store experience becomes a pressing issue...and then your staff is complaining about the shift schedule!

All these details serve as critical parts in making your business better – but only if you have the right tools to leverage them. Our retail package is your one-stop solution for security, marketing, and operation challenges like these – and more.

Hikvision's retail solution caters to both small and big businesses, ranging from a convenience store to a spacious shopping mall. Although each business in the retail sector takes distinct forms and exhibits different characteristics, they all share the need for better property security and smarter management and operations. Based on a deep understanding of what each and every type of business might need, Hikvision can offer bespoke solutions that specifically answer the most concerning questions.

Solution Positioning

- Intelligent Security and Loss Prevention Solution Provider
- Retail Offline Data Analysis Solution Provider

Intelligent Security and Loss Prevention

Reducing shrinkage and creating a safe environment for both shoppers and staffs.

Proactive and Precise Marketing

Effective tool to enhance customer experience and to boost sales.

Operation Optimization and Management

Accurate and timely offline data empowers operation optimization.

IT Management

Efficient and intuitive tool for easier system maintenance.

Intelligent Security and **Loss Prevention**

Intrusion Detection

An Intrusion Detection System is crucial for securing a property, whether for authorized areas or the entire premises during off-hours. Hikvision offers various intrusion detection systems, all of which enable real-time alarm information and timely event coverage. The alarm-based system is compact and flexible, featuring various types of detectors, such as PIR Detectors and Magnetic Door Contacts. Other options include Video Intrusion Detection Systems, which rely on VCAs for intrusion events

EAS Integration

Electronic Article Surveillance (EAS) systems effectively prevent shoplifting. It's most useful when integrated with Hikvision cameras to provide needed footage when the system is triggered.

POS Information Overlay

Data overlay with video provides POS transaction information and prevents shoplifting. Recorded footage features POS text overlay, providing key details of each transaction and facilitating easy searches. This technology can be easily applied in resolving client disputes and preventing fraud.

Surveillance Live Feed

While businesses should take necessary precautions to protect their assets, customers also have the right to be more informed. With our HDMI dome camera, customers can have a clearer view about how the store is monitored and enjoy a more peaceful and comfortable shopping experience.

Alarm Management

A comprehensive alarm center module displays alarm lists, GIS information, and up 16 video streams of video surveillance simultaneously on-screen.

Alarm escalation takes place when the primary operator does not respond. An unprocessed alarm will be forwarded and escalated to upper level management when the original operator ignores.

Using the mobile app, authorized personnel can check video feeds and alarms any time, anywhere. The app enables remote inspection, so top management can review alarms from their mobile devices to get first-hand information for smart, nimble operations.

Video Wall

See it all, and all at once. The Smart Wall provides powerful management functions, including real-time video surveillance and visual alarm data. Flexible viewing modes simplifies any set of tasks on the wall. Along with real-time video and alarm information, you can project your PC screen onto the Smart Wall. The all-channel information display simplifies management and allows your team to stay on top of everything that is happening.

Warehouse Protections

Warehouse protection usually combines perimeter protection with fire protection. One thermal imaging camera does it all. With advanced algorithms, it accurately detects abnormal temperature changes and intruders.
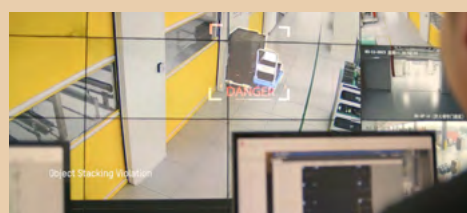
Proactive and **Precise Marketing**

VIP Customer Recognition

Specialty shops see high operating costs and high-value products, thus conversion rates and area effectiveness are the main focus. Loyal VIP customers are enormously valuable to such stores, but service staff cannot always identify them immediately. When customers agree to participate in VIP programs, marketing promotions or other incentives, facial recognition technology will give retailers accurate tools to identify VIPs and loyal customers. Staff can be notified to provide the right services at just the right time. Precision marketing based on VIP recognition helps specialty stores to offer better shopping experiences, which is now more and more becoming the determining factor in purchase behaviors.
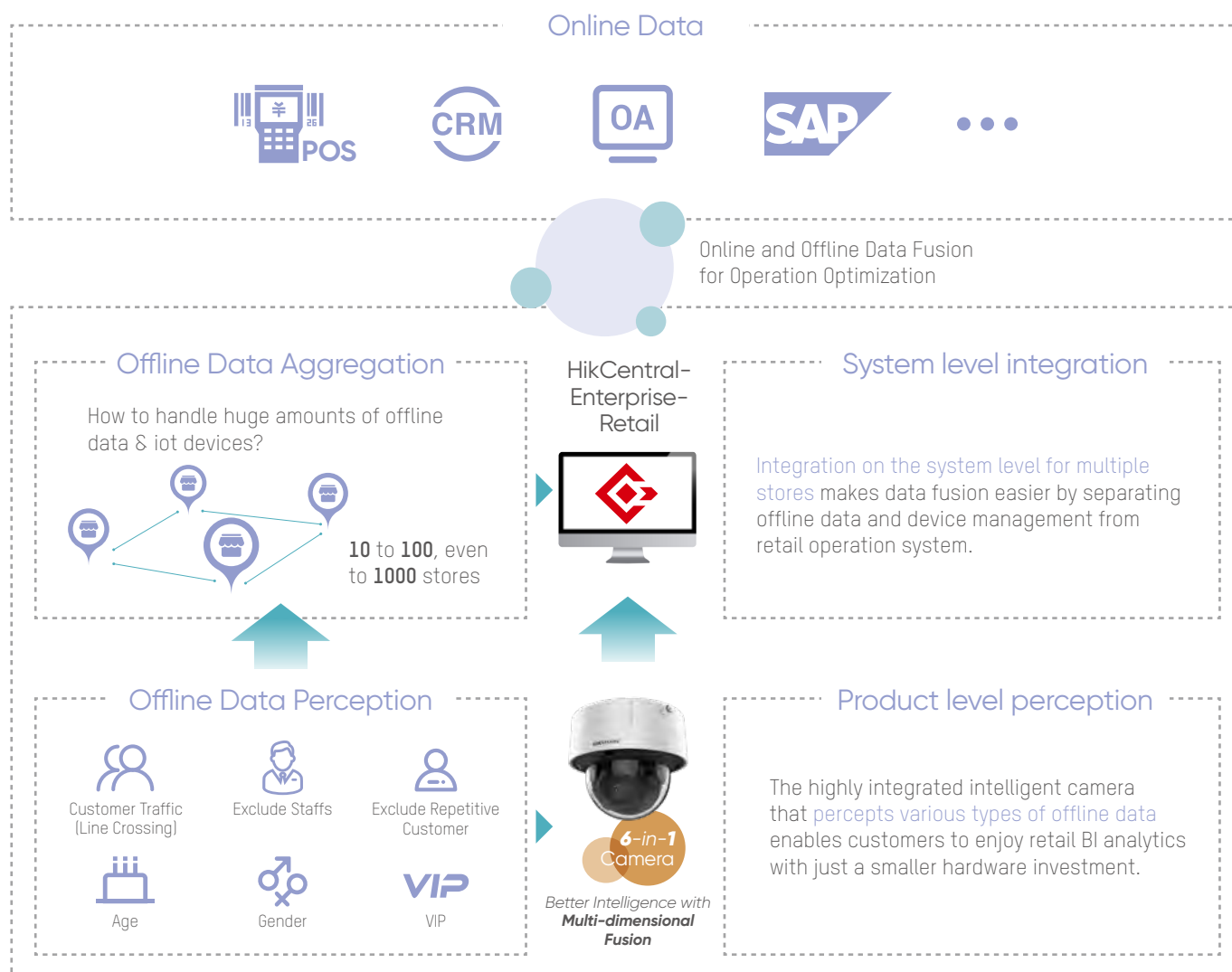
🛒 Operation Optimization and **Management**

Product Fusion and System Fusion

Making decisions to optimize operation requires rich information and the capability to link pieces together. Therefore, integrating online and offline data becomes the key to discover business insights.

Hikvision offers data fusion that meets the needs of retail industry, making your operation more cost-effective and efficient.

Online Data

POS **CRM** **OA** **SAP** • • •

Online and Offline Data Fusion for Operation Optimization

Offline Data Aggregation

How to handle huge amounts of offline data & iot devices?

10 to **100**, even to **1000** stores

HikCentral-Enterprise-Retail

System level integration

Integration on the system level for multiple stores makes data fusion easier by separating offline data and device management from retail operation system.

Offline Data Perception

Customer Traffic (Line Crossing)

Exclude Staffs

Exclude Repetitive Customer

Age

Gender

VIP

6-in-1 Camera

Better Intelligence with ***Multi-dimensional Fusion***

Product level perception

The highly integrated intelligent camera that percepts various types of offline data enables customers to enjoy retail BI analytics with just a smaller hardware investment.

Advanced Customer Traffic Analysis
—— More Accurate

■ Excluding Staffs

Hikvision has worked on helping customers collect the most accurate data. The new people counting camera is now able to recognize repetitive entries or non-shoppers (including staffs and securities) and exclude such data.

Customer ✓   Security ✗   Shop Manager ✗

Customer ✓   Customer ✓   Staff ✗

Customer ✓   •••

■ Excluding Repetitive Customers

In order to obtain even more accurate customer traffic data, Hikvision's camera is able to exclude customers who repetitively enter the store or who is just passing by.
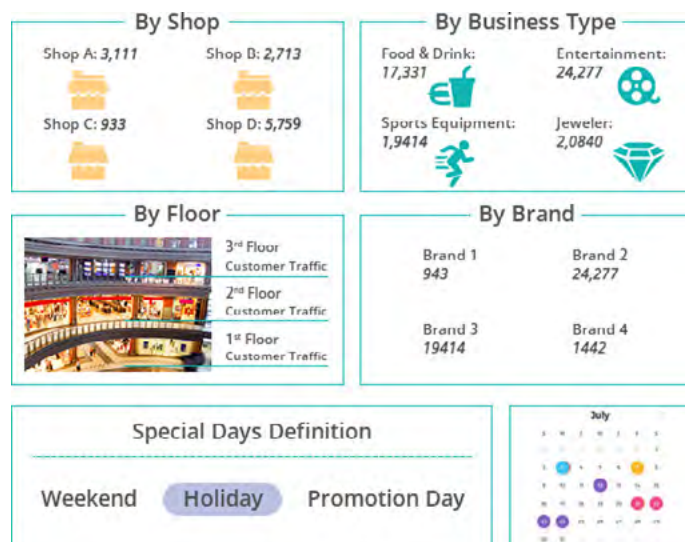
Customer walks in

✓ COUNT

Customer enters through one door and exits through another

Customer goes out for a certain time (making phone call / going to the rest room, etc.) and comes back in

✗ NO COUNT

By Shop

Shop A: 3,111   Shop D: 2,713

Shop C: 933   Shop D: 5,759

By Business Type

Food & Drink: 17,331   Entertainment: 24,277

Sports Equipment: 1,9414   Jeweler: 2,0840

By Floor

3rd Floor Customer Traffic
2nd Floor Customer Traffic
1st Floor Customer Traffic

By Brand

Brand 1 943   Brand 2 24,277

Brand 3 19414   Brand 4 1442

Special Days Definition

Weekend   Holiday   Promotion Day

July

■ Customer Traffic Report

Knowing how many people visited your store and being able to analyze the patterns and trends of shoppers are crucial to any kind of store, big or small.

For example, identifying peak shopping times improves schedule management, comparing customer traffic before and after a promotional event shows its effectiveness, and so on. Large shopping malls can also utilize this tool for cross-store or cross-type business analyses, allowing the management team to optimize stationed stores and strategize key locations for varying types of businesses

Area Heat Map

Data that reveal which areas are most visited could be a great help for operational insights. In the shelf area, heat-mapping technology marks the popularity of each shelf areas. Combined with other information, problems with commodities becomes apparent. For example, if you see an area is highly visited but the product sales volume is low, you can further reason weather that's because the current products or brands lack attraction, or that the products are going to expire soon.

Global Heat Map

Using ceiling installation of several fisheye cameras, the system can generate global heat map data for the entire store. This information helps managers to see where the "hot areas" are and to enable better product allocation for promotion. Combined with sales data, the heat map data is a great tool for management team to reveal insights on shopping patterns..
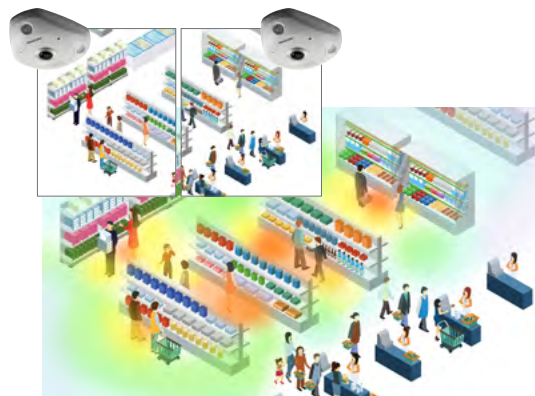
Area Popularity Analytics

Waiting times can have a devastating effect on the in-store customer experience. Queue detection cameras are designed to monitor queues in real-time and send notifications when there are too many people waiting in line. Along with response times, managers can also check on queue data to evaluate staff performance and track efficiency improvements.

Example: If the statistics show long dwell times but the sales volume did not see a big increase, the problem might be low efficiency of a cashier.

Consumer Attributes Analysis

Our solution not only offers functionality to analyze customer traffic data, but also summarizes the key characteristics of your customers for you to make more insightful decisions. For example, if a large percentage of your customer group fits into a certain age or gender group, you may consider focusing more on selling things that they are interested in. Customer attributes, such as facial expression, and other data help stores better develop customer profiles and gain insights about their preferences.

Use this function in different locations of your store for multiple applications and purposes. For example, applying customer attribute analysis at the entrance of the store helps you gain information about the overall characteristics of customers. Then, integrating that with the POS system, you will be able to associate customer attribute labels with the actual goods purchased.

POS Transaction
Time:12/01/2018 11:58 AM

Customer
Male / Youth / Smiling

Item	Qty	Value	
Chocolate	1	$4.99	Total: $53.97
Chips	2	$5.99	Change:
Shoes	2	$42.99	$1.03

Powerful Tools for The Important Tasks
Remote Audit

Audits are necessary, but are often beset by challenges like high management costs, inefficiency of on-site audits, management vulnerability, and lack of further data analyses. But now, Hikvision's Remote Audit Solution reuses existing CCTV systems and moves the offline audit process online – vastly improving efficiency and standardization.

With Hikvision's solution, you can complete your Planning, Auditing, Rectifying, and Statistics & Review processes swiftly and accurately. You will be generating reports, analyzing the results, and then revising the final product with helpful tools and savvy insights. Agonizing over your store's audit history will become history.
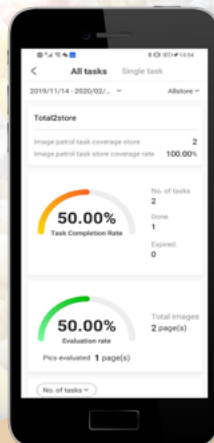
Onsite Audit
Offline

10 shops / man · day

Remote Audit
Online

30 shops / man · day

AI Audit

? shops / man · day

*The numbers above are for demonstrative purpose only.

Planning
👤 Audit Manager

Auditing
👤 Auditor

Rectifying
👤 Store Clerk

Statistics & Review
👤 Operation Manager

The audit manager will define the area to be audited, identifying each section and what elements need to be present. Next, a checklist for each area will be established. Items to check would include exits being blocked, goods located in hazardous areas, the cleanliness of shopping areas, etc. Finally, the assignment of an audit alerts the system to begin the process using pictures or video according to the needs in each area. Images and footage can be sent to the relevant auditor by way of a mobile app or another system client.

Using Hikvision's Smart Retail Solution, the auditing process might look something like this: the primary personnel in charge of the security audit would schedule and outline the steps in the process. Once initiated and completed, the audit results would be generated. If the process is deemed satisfactory, a report is produced and any necessary follow-up would be ready for the relevant personnel. If the process shows that requirements are not fulfilled or incomplete, those results, too, would be generated. A "problem list" would be sent to the responsible party so that a new checklist would be available.
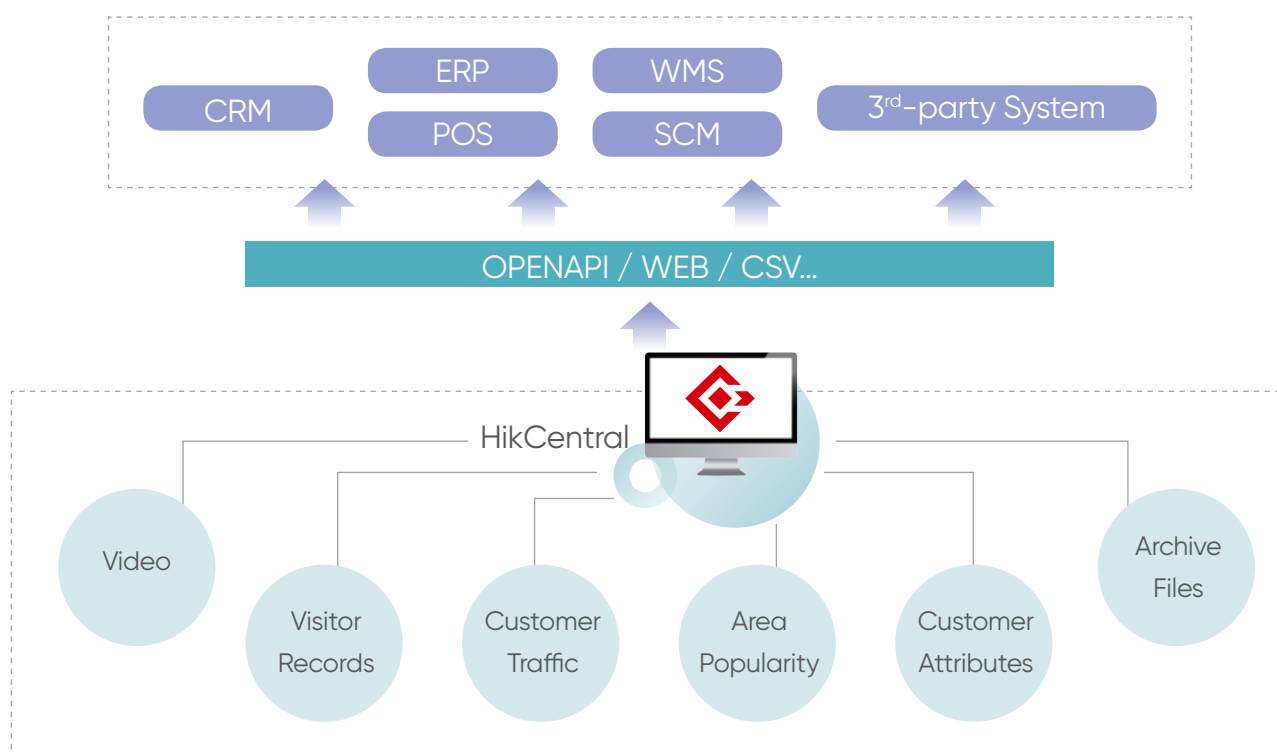
The process of rectifying the results would be as simple as going down the list and make sure everything was set in order.

It's always more accurate and intuitive to have a visualized data dashboard than a page of summary. With the Hikvision solution, managers will be able to check for statistics such as average number of problems, ranking, pass rate, etc.

With the audit history function, all the data and reports will be safely stored for future reference. All statistics you need are only a few clicks away – that's the digital way to do retail!

Data Openness

CRM · ERP · POS · WMS · SCM · 3rd-party System

OPENAPI / WEB / CSV...

HikCentral

Video · Visitor Records · Customer Traffic · Area Popularity · Customer Attributes · Archive Files

Marketing Data Dashboard

With this marketing data dashboard, all the information that a retailer need is intuitively displayed. For management team that needs to check and run multiple stores, the dashboard also shows shop locations on the E-map and all related information for efficient review.

Traffic Display for Popular Stores

Top 10 Popular Stores Display

Top 10 Popular Stores Last 7 Days

01	Store-01-01	1956/2000
02	Store-01-02	5200/5780
03	Store-01-03	5171/5670
04	Store-01-04	2906/3899
05	Store-01-05	5056/6780
06	Store-01-06	4456/6001
07	Store-01-07	7383/9005
08	Store-01-08	4350/6678
09	Store-01-09	2088/3012
10	Store-01-10	1050/2120

Customer Attributes Analysis Last 7 Days

- 10% Young Adult
- 12% Middle Age
- 16% Unknown
- 18% Child
- 44% Elderly

40% 60%

Customer Attributes Analysis

Regular Customer Statistics Last 7 Days

04 560

SMART RETAIL DASHBOARD

Top 10 Popular Stores Last 7 Days — Walk-In Rate
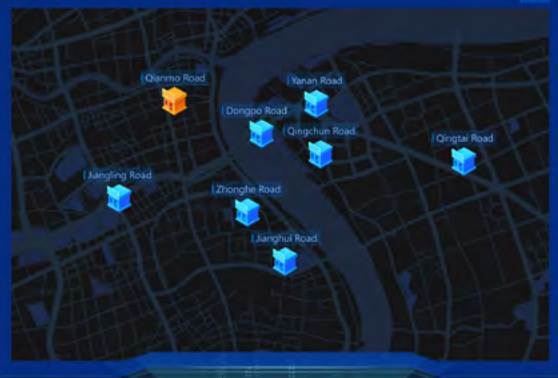
01	Store-01-01	1956/2000	98%
02	Store-01-02	5200/5780	90%
03	Store-01-03	5171/5670	80%
04	Store-01-04	2906/3899	76%
05	Store-01-05	5056/6780	72%
06	Store-01-06	4456/6001	65%
07	Store-01-07	7383/9005	62%
08	Store-01-08	4350/6678	60%
09	Store-01-09	2088/3012	58%
10	Store-01-10	1050/2120	53%

Picture Scheduled Audit Statistics Last 7 Days

Completion Rate — 75.0%
Total Tasks	8963
Completed Tasks	3469
Timed Out Tasks	361

Timed Out Tasks — 69.0%
Total Tasks	1235
Completed Tasks	680
Timed Out Tasks	

Rating Rate — 59.0%
Total Pictures	
Rating Completed(Pics)	

Map View Last 7 Days

Qianmo Road
Yanan Road
Dongpo Road
Qingchun Road
Qingtai Road
Jiangling Road
Zhonghe Road
Jianghui Road

1050/2120

Customer Traffic Trend Analysis Last 7 Days

Unit: thousand
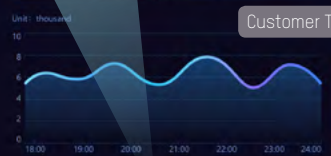
Customer Traffic

Customer Attributes Analysis Last 7 Days

40% 60%

- 10% Young Adult
- 12% Middle Age
- 16% Unknown
- 18% Child
- 44% Elderly
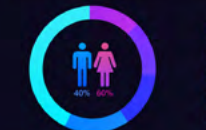
Regular Customer Statistics Last 7 Days

1 204 560
Customer

4 560
Regular Customer

Nick Peter Jomon Tyler Ashley

Customer and Prospect Display

Picture Scheduled Audit Statistics Last 7 Days

Completion Rate — 75.0%
Total Tasks	
Completed Tasks	
Timed Out Tasks	

Timed Out Tasks — 69.0%
Total Tasks	
Completed Tasks	
Timed Out Tasks	

Remote Audit Display

IT **Management**

With HikCentral, IT management is more centralized and easy-to-use. All the statistics and analysis you may need to maintain a healthy and effective system are all shown in one place. You can easily follow the steps below for a quick inspection and fix.

Step 1

Overall Inspection

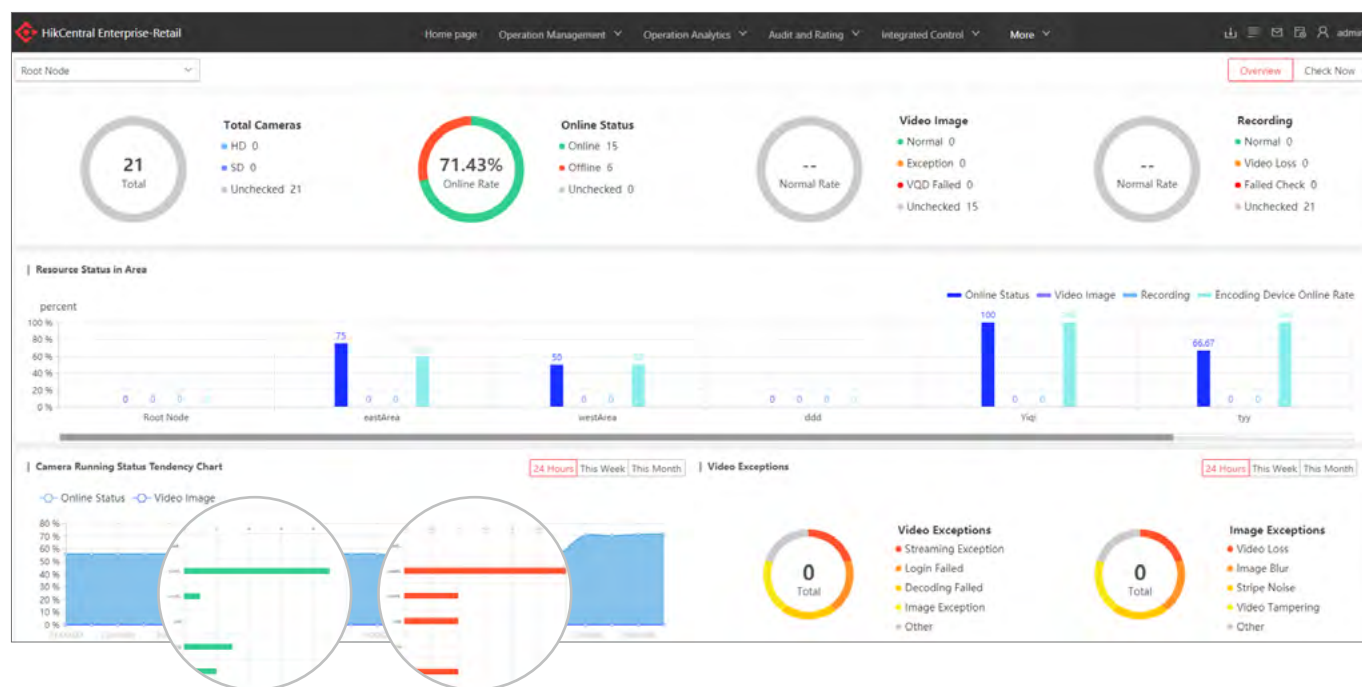Customized inspection frequency: 0.5~60 minutes

Step 2

Error Checking
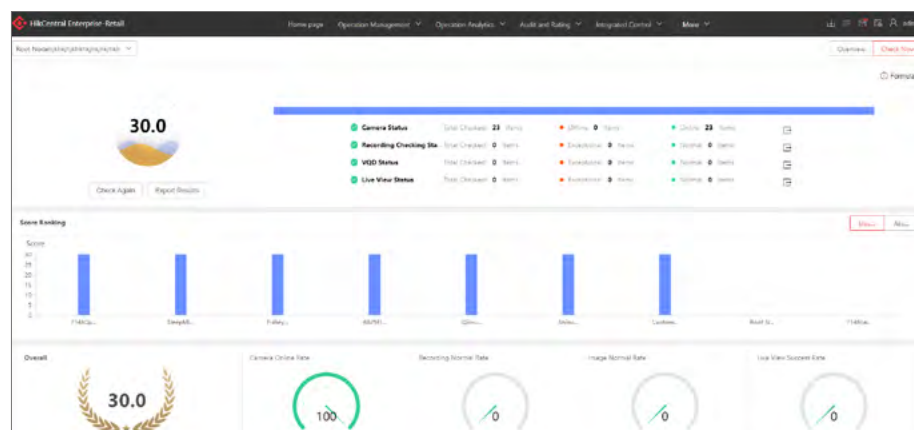
List of abnormal items with detailed information

Step 3

Problems Fixing

• Network accessibility check
• Power on or off
• User name and password check
......

Device Status & Tendency Overview

System Health Assessment

Key Product Showcase

DeepinView Camera (Retail Version)

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iDS-2CD7126G0-IZS(2.8-12mm)/Retail
iDS-2CD7146G0-IZS(2.8-12mm)/Retail

- Excellent low-light performance via DarkFighter technology
- New ANPR function (supports global algorithm with vehicle attributes recognition)
- Convenient and efficient third-party integration solution via AI Open Platform and HEOP
- Supports facial recognition / people counting through facial recognition

- Customer Traffic
- VIP Recognition
- Customer Attributes Analysis
- Repetitive Customer Excluding
- Staff Excluding

Recommended for stores with a single door (< 3 meters)

- Customer Traffic
- VIP Recognition
- Customer Attributes Analysis
- Repetitive Customer Excluding
- Staff Excluding

Recommended for stores with multiple doors or a wide entrance area

DeepinMind NVR (Retail Version)

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iDS-7716NXI-I4/16P/X(B)/Retail
iDS-7716NXI-I4/X(B)/Retail

- Up to 8 channels facial recognition
- Up to 16 channels IP cameras connection
- Up to 12 MP high-definition live view , storage and playback
- Supports multiple VCA events
- Compatible with third-party network cameras

G GPU

2nd Generation Heatmap Fisheye Camera

Heat Mapping ▼

DS-2CD6365G0-I(S)
DS-2CD63C5G0-I(S)

• Max. 4000 × 3000 @ 30fps
• Up to 18 live view display modes
• Digital WDR
• Built-in microphone and speaker

DIGITAL WDR | Built-in

• 6 behavior analyses and 3 exception detections
• Heat map with deep learning algorithm
• Intersection analysis by deep learning

Dual Lens People Counting Camera

People Counting ▲
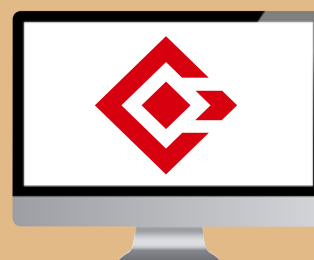
DS-2CD6825G0/C-I(V)(S)

• 1/2.7" Progressive Scan CMOS
• 1920 × 1080 @ 30fps
• 2 mm fixed lens
• Digital WDR
• 3D DNR
• H.265, H.265+

DIGITAL WDR | 3D DNR | H.265 | H.265+

HikCentral Enterprise-Retail

• Intelligent: One-stop operation on App improves business efficiency
• Visualization: Data and operation visualization on both App and web client
• Flexible: Able to quickly meet different requirements through easy customization
• Openness: Rich interface for 3rd-party integration

Smart Retail Platform ▲

Success
Stories

Denmark
UK Germany
Poland
Hungary

Egypt
Qatar
Kuwait

S. Korea

Canada

US

Peru   Brazil

South Africa

Our retail solution helps businesses all over the world to achieve better security and efficiency. For detailed information, please visit our website:

🌐 www.hikvision.com/en/newsroom/success-stories

Designer Brand Miniso
# Using cameras to map retail trends

💬 Byron Zeng, Vice President of Miniso Poland, says: *"The high accuracy of conversion rate the solutions provides really solves a number of our management issues. We can now easily see what's going on in the other stores, including heat mapping, which makes management of the whole networks so much more efficient."*

Challenge

- Assess marketing strategy
- Accurate conversion rate of purchases
- Spot the "hot areas" of the store
- Remote information collection for the headquaters

Hikvision Solution

- People counting cameras
- Fisheye cameras
- NVRs
- HikCentral Platform
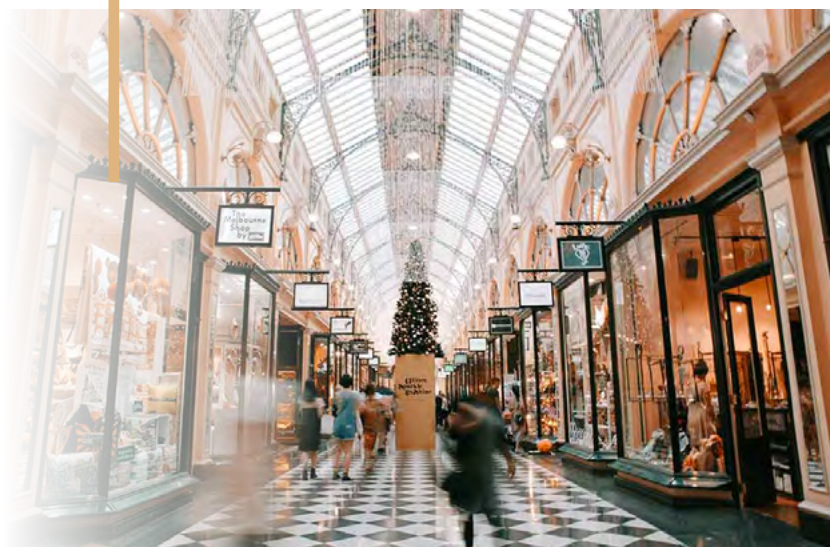
Performance

A people counting camera in each store counts people passing by, while another counts people entering and leaving. With this tailor-made solution management could calculate how many people were passing by to see a purchasing conversion rate. This also helps them to know whether marketing strategy is working.

Using ceiling installation of several fisheye cameras, the system can generate heat maps. This helps managers to see where "hot areas" are, helping them to allocate products in the optimal place for promotion. Hot areas can also be compared with sales figures to provide further insights into shopping patterns.

Because Miniso have the same technology set up in all the stores in Poland, they can compare different locations. All the information provided by the system is coordinated, and business information on both layout and original image can be overlaid in Miniso's HQ in Warsaw. This also comes in useful when it's time to negotiate rent with shopping malls.

Gallions Reach Shopping Park
Top Level Security for the Largest Shopping Park in London

💬 Center manager Arnold Catterall, says: *"Their costs were excellent, especially as they were able to utilize the existing cabling and the installation was professional. The image quality from the Hikvision Turbo cameras now ensures our visitors are monitored for their safety and security."*

GALLIONS REACH
SHOPPING PARK

Challenge

- Upgrade on the currently outdated system
- Covering a large area of 65 acre
- Large amount of shoppers: nearly 6,000,000 each year

Hikvision Solution

- Turbo products that are compatible with IP, analog, and 3-rd party AHD cameras
- PTZ camera with 30x zoom ratio
- True day/night performance

Performance

41 Hikvision cameras were installed, both externally to cover car parking areas, and internally for shopfronts and office spaces. The cameras include the DS-2AE7230TI- A PTZ model, which utilises HD-TVI transmission technology and up to 30x optical zoom to provide HD 1080p images to the control room.

To cover exteriors and car parks, Pacific used DS-2CE56D1T-VPIR vandal-proof dome cameras. These high performance 2MP cameras provide HD 1080p resolution images and true day/night capabilities, with infrared coverage up to 20m from the camera.

Three dedicated 16 channel DS-7316HQHI-F4/N Turbo DVRs record the HD images, and the pictures are monitored 24-hours a day by an onsite security team.

The resulting upgraded system does not only provide Gallions Reach with a cost-effective means of obtaining high quality images, monitoring safety & security and providing police with evidential quality video: it also offers a future expansion path, and the peace of mind that comes with a reliable and well-supported surveillance solution.

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MINIMIZE SHRINKAGE AND MAXIMIZE BUSINESS
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