Axis Communications, global providers of network video solutions, will be participating as a silver sponsor and exhibitor during Seamless Retail 2018, taking place at the Dubai International Convention Exhibition Centre, April 15 - 16, 2018.

Being in retail has never been so challenging. Competition is fierce, margins are being squeezed, and external/internal losses are becoming increasingly costly. It is therefore the perfect time to reconsider the many ways in which video surveillance can help retail business; it’s more than just about safety and security.

Pro-active surveillance and monitoring can help prevent losses, improve merchandising and offer
customers a better experience. It makes sound business sense in every retail operation, whether it’s a single shop or a whole chain of stores.

Philippe Kubbinga, Regional Director, Middle East & Africa, Axis Communications, “*Retail is a key focus for us and we are witnessing a high demand for an analytics-based approach now more than ever. Business owners are going beyond traditional surveillance methods and utilizing the intelligence available all around. Axis meets this requirement perfectly with our retail solutions. I’m confident we are witnessing a new era of running retail businesses and we are excited and geared to deliver towards that demand.*”

*When used with Security Center, Genetec Retail Sense enables retailers to gain operational intelligence through their VMS*

**Efficient Monitoring**

Ahmed Ouf, Business Development Manager – Retail, Axis Communications, “*Retail has very different and specific requirements on network video systems. At our booth we are pleased to present our custom-fit solutions. With the fast-paced technological revolutions, the store of the future will be digital and capturing that intelligence will be key to operating a profitable business. You can focus on customer engagement, sales and service by efficiently monitoring in-store queues, re-allocating your staff in real time and seeing how well your campaigns and merchandising attracts shoppers.*”

Axis will be joined by three key partners on the stand. Genetec, Quanergy and JARD ME.
Firas Jadalla, Regional Director, Genetec Inc. Middle East, Africa, Turkey, “Brick and mortar retailers today must gather and rely on the same insightful customer analytics that online merchants can harvest automatically. When used with Security Center, Genetec Retail Sense enables retailers to gain operational intelligence through their VMS with enterprise-wide visibility of sales floors, point-of-sale (POS), and cash-handling areas that enhance customer service by transforming existing video surveillance content into powerful analytical consumer insights.”

Smart Store

A smart store brings together the online world and the physical store, providing an intelligent and customer-friendly environment. Genetec Retail Sense connects all store and customer touchpoints, combining data from all digital devices and sensors to generate real-time analytics and business intelligence data.

The software communicates directly with multiple Quanergy sensors to collect and evaluate the data and interpret what is happening in a given environment. Quanergy is the leader in 3D LiDAR (Light Detection And Ranging) sensors and smart sensing solutions. LiDAR sensors use lasers to send pulses that reflect off objects to measure directly the distance and shape of objects, creating a detailed 3D map of the physical world.

Qortex, the company’s core proprietary perception software platform, incorporates machine vision, deep learning and 3D perception proprietary algorithms.

The software communicates directly with multiple Quanergy sensors to collect and evaluate the data and interpret what is happening in a given environment. This unique blend of integrated hardware and software enables a new level of smart awareness.

LiDAR smart sensing solutions

At Seamless Retail, Quanergy will introduce a complete and intelligent LiDAR-based retail and
security solution. Fully integrated with PTZ camera control infrastructure, this powerful platform increases an organization’s capability significantly by detecting, tracking and classifying objects in real-time and following a unique subject through a designated area.

With this platform, retailers can gain real-time insights on customer behavior and flow, enable powerful actionable information and statistics for effective security, queuing and crowd management in malls and large stores to enhance conversion rates, and increase customer satisfaction by optimizing traffic, staff and marketing strategies.

“Jard Me will be featuring industry leading solutions that form part of the complete risk, loss prevention and fraud prevention ecosystem

Risk Mitigation

Jard Me is a boutique consultancy and service provider that has aggregated best-in-class solutions designed to identify and mitigate inventory loss, fraud, process and people risks across the physical & digital supply chain.

Managing & mitigating loss (or shrinkage) within this rapidly evolving industry is becoming increasingly convoluted as supply chains become more complex and retailers operate across multiple channels to meet changing customer demands. Visibility of inventory, and accuracy thereof is paramount in delivering the seamless ‘omni-channel’ shopping experience that customers now expect.

Loss Prevention Departments are stretched as the risk landscape is also continually changing. In addition to monitoring traditional factors that drive loss (or shrinkage) such as process failure and administrative errors, fraud and theft now extends beyond the physical store to include electronic payments, loyalty programmes and returns. Jard Me will be featuring industry leading solutions that form part of the complete risk, loss prevention and fraud prevention ecosystem.
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