

# Retail

Visibility on and off the shop floor



# The Retail Environment



**A Worldwide  
Economic Downturn**

**Rapid Increase  
in on-line options**

**Revenues & Profitability  
under Threat**

**Looking at Methods  
to Improve Efficiency**

# The Retail Challenges

## Operation



- ✓ No two retail businesses are likely to operate in the same way

## Confronting Challenges & Issues

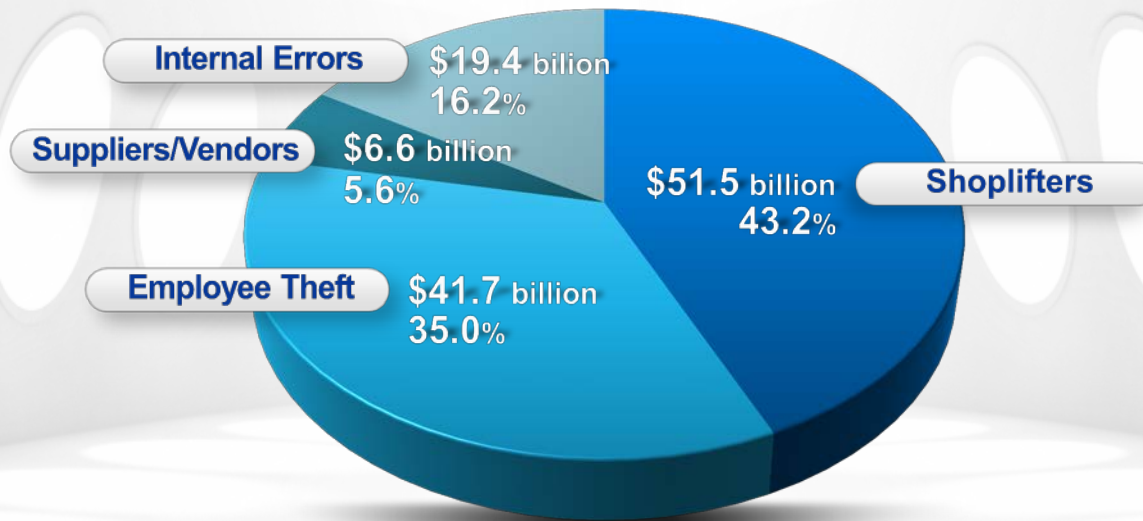


- ✓ Max. profits, Min. shrinkage to create a safe and secure environment for staff and customers



# Challenges & Opportunities

## Shrinkage Cost 2011



- According to the UK based Center for Retail Research, shrinkage globally cost retailers approximately \$119 billion in 2011, average of 1.45% of sales.
- **Reducing internal theft in particular is a constant challenge for retailers as it can be extremely difficult to detect.**

# Challenges & Opportunities

**Monitor Inventory**

**Monitor Check-outs**  
(Link to POS)

**Analyze Consumer Behavior**  
(Buying Pattern)



**Safe & Secure environment**

**Min. Shrinkage**

**Provide a Competitive Advantage**

# Video Surveillance Solutions



**Loss Prevention/  
Shrinkage**



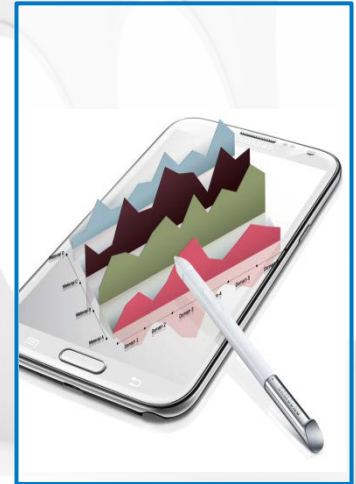
**Anytime/Anywhere  
Remote Monitoring**



**Health &  
Safety  
Compliance**



**Cost Saving  
Efficiencies**



**Marketing  
Opportunities**

## Video Surveillance Solutions

# Loss Prevention/Shrinkage



### Objectives

Detering individual opportunistic shoplifters or organized criminal gangs

### Video Surveillance

### Expected Performance

Pass on evidence grade video recordings to the police.



**SND-3082**  
Premium Resolution  
Vandal-Resistant



**SNB-7002**  
3MP FULL HD



**SNP-6200RH**  
2MP FULL HD  
20x PTZ



**SNB-6004**  
2MP FULL HD

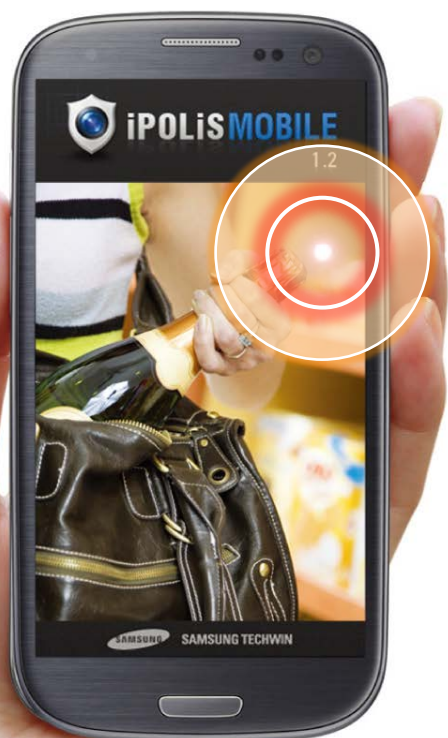
**Very high quality images** can be captured with the help of **the latest generation of cameras** allowing security personnel to view close up detail of any suspicious activity.



## Video Surveillance Solutions

# Anytime/anywhere Remote Monitoring

Whether you are an owner of a single shop or a multiple chain, you may want to know what is going on when you are not at work or are on the move.



Remote access to live or recorded video has become easier via a Smartphone or a tablet.



# Video Surveillance Solutions

## Health & Safety Compliance

Creating a safe and secure environment for staff and customers is of course of paramount importance to any retailer.



- ◆ Help combat criminal activity can also be used to ensure compliance with health & safety procedures
- ◆ Visually verify what has actually occurred when, for example, there is a claim for injury compensation

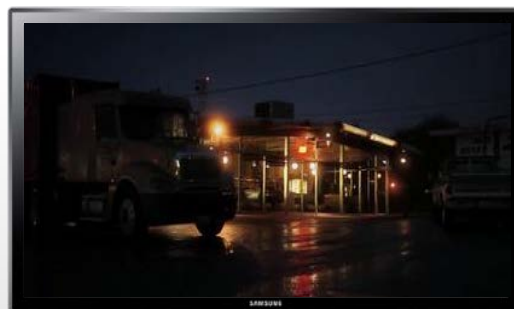
# Video Surveillance Solutions

## Cost Saving Efficiencies

Camera models are available that can operate effectively in virtual darkness and in extreme temperatures



**Keep an eye  
on freezer rooms**



**Operate effectively  
in virtual darkness and  
in extreme temperatures**



**Prevent and detect  
any unauthorized access**

# Video Surveillance Solutions

## Marketing Opportunities



How long do customers spend in particular aisles?

How many people visit a store per day?

How long do they have to queue to pay?

What % of them make a purchase?

Has an advertising campaign or promotion increased sales?

### Monitoring Customer Route



**A video surveillance system incorporating video analytics can provide valuable management information**

- Sales & Profitability
- Customer satisfaction
- The correct number of check-outs are open during busy times of the day.



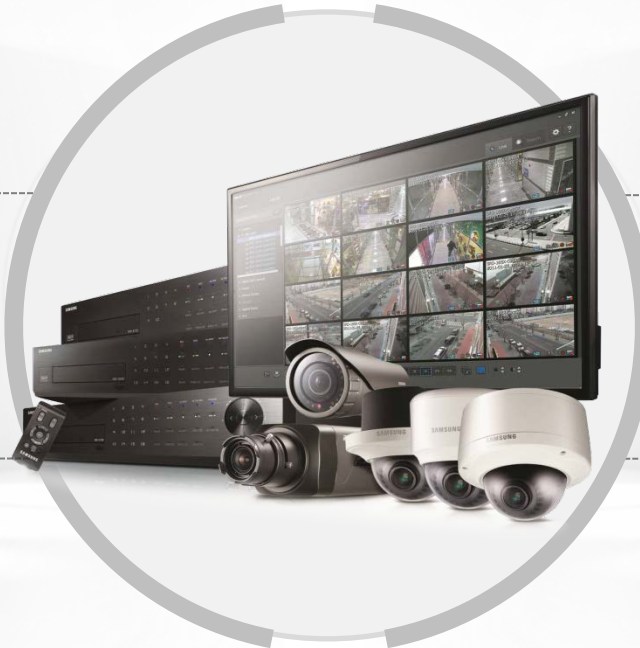
# Samsung Video Surveillance Solutions

## Integrate DVRs with POS Systems

A valuable tool to combat staff collusion and “sweet-heating”

## Wide Dynamic Range (WDR)

High quality images can be captured even in complex lighting conditions



## High Quality Images

Capture even in complex lighting conditions such as storefronts

## Low-light technology

Real benefit where the system is relied upon 24/7 Able to eliminate image noise w/o creating ghosting or blurring

## Min. Bandwidth

Save up to 70% hard disk space on a DVR or NVR

# About Samsung Techwin



Samsung Techwin has extensive experience of working with retail professionals to help combat shrinkage, improve staff protection, monitor POS information and customer behaviour, and eliminate credit card skimming or other internal fraudulent activities.

From system design to after sales technical support, a member of the team is always available, ensuring that retailers are able to maximize the benefits made possible by the latest technological developments.



**SAMSUNG TECHWIN**