ESPRIT, Mexx & Tommy Hilfiger

Optimizing inventory and staff management by IP based video surveillance successfully realized with customer frequency monitoring by NETAVIS Observer.

Sector:
Retail

Location:
Bischofswerda, Germany

Software Version:
NETAVIS Observer 3.5, Enterprise Edition

Special Features:
Video analytics module iCAT
SmartTripwire©
XML integration interface SNAP

Technical Details:
129 AXIS IP cameras in 24 Shops
Central installation in headquarters
Data interface with inventory and staff management system

„Due to installation of NETAVIS people counting in our stores and the integration in our inventory systems our sales is optimized and more efficient. Further improvements regarding compatibility with inventory system and accuracy of customer frequency were realised."

Hartmann Stephan
Technology Manager
private textiles g.m.b.h

Challenge

Private textiles g.m.b.h. and affiliates are running 62 fashion stores of well known international labels like ESPRIT, Mexx, Tommy Hilfiger und G-Star. The branches are located in both Germany and Czech Republic, with more than 500 employees and a total sales area of 20.539m^2.

Shops differ concerning number and dimension of access points, sales areas and sometimes also electronic point of sale systems.

In 24 branches the shop management wants not only conventional security benefits of video surveillance like minimizing the risk of burglary and shop lifting. Also promotional tasks should be realised, due to new possibilities with IP Video Analytics. Customer frequency monitoring with video surveillance would be extremely helpful together with data from electronic point of sales devices to improve conversion rate management. Therefore, data originating from these different systems have to be integrated into existing IT infrastructure of inventory and staff management systems.

As the foundation of crucial goods and staff management decisions, system stability and data security is very important in this installation.

Solution

129 IP cameras are running in 24 stores. The installation is governed by NETAVIS Observer with integrated video analytics. The software is known for high compliance, best-in-class performance and unrivalled adaptability for customer requirements.

NETAVIS Observer as video surveillance management platform is reliably accountable for common security and surveillance tasks while the powerful video analytics module iCAT enables customer frequency monitoring by detecting and counting incoming as well as leaving persons at access areas, thus providing important statistics for further use.

In each store a camera server archives video streams and customer frequency statistics, additionally this data is sent to the central user server at the headquarters. Due to the powerful XML-integration interface SNAP, all statistics generated by NETAVIS iCAT are provided by .CSV export in a database for easy access by inventory and staff management systems.

Benefit

The unique NETAVIS iCAT technology SmartTripwire© reduced error ratio of complex customer frequency monitoring from 20 to 5 % compared to former systems despite complex shop architecture.

Video analytics results form the basis of decision making concerning conversion rate management. Thus, data security and system stability are ensured by server redundancy (data on camera server as well as on user server) at any time.

Due to high compliance of NETAVIS Observer and iCAT with existing IT infrastructure, smooth data integration is easy. Generated video results go together with statistics from different electronic point of sale devices without friction. Thus, inventory and staff management systems use the same database and therefore optimize stock management and staff assignment crucially.

As NETAVIS Software is scalable without limits and highly compliant with IT infrastructure, this video surveillance solution together with the customer frequency monitoring is future-proof for further expansion of the company.