

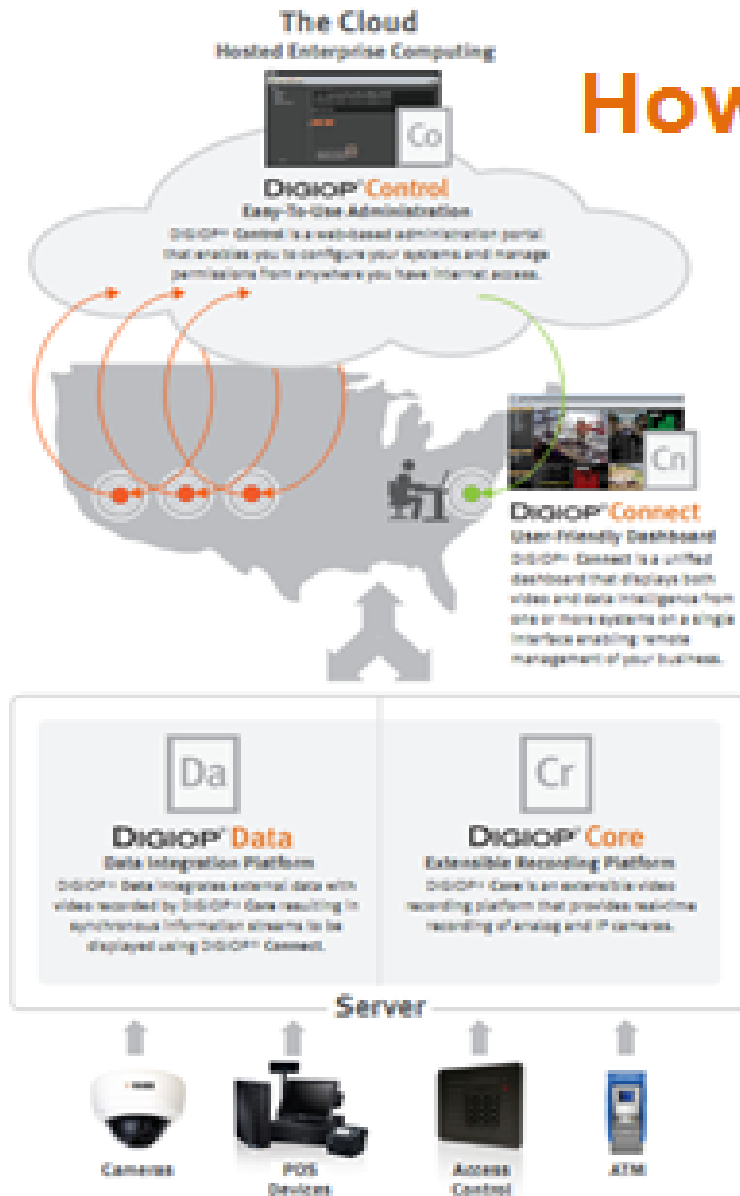




## **Video Surveillance + POS integration provides Data mining for Predictive Analytics**

- In a Retail environment you can timeline your cash shortages , voids, or unusual sales activity with overlapping video of the cash register in your franchise stores on a single screen
- Monitor Traffic Pattern in stores in real time with POS sales
- Analyze the bottleneck in your stores by cash register sales & real time video
- Monitor temperature alarm of the Freezer

# How it Works...

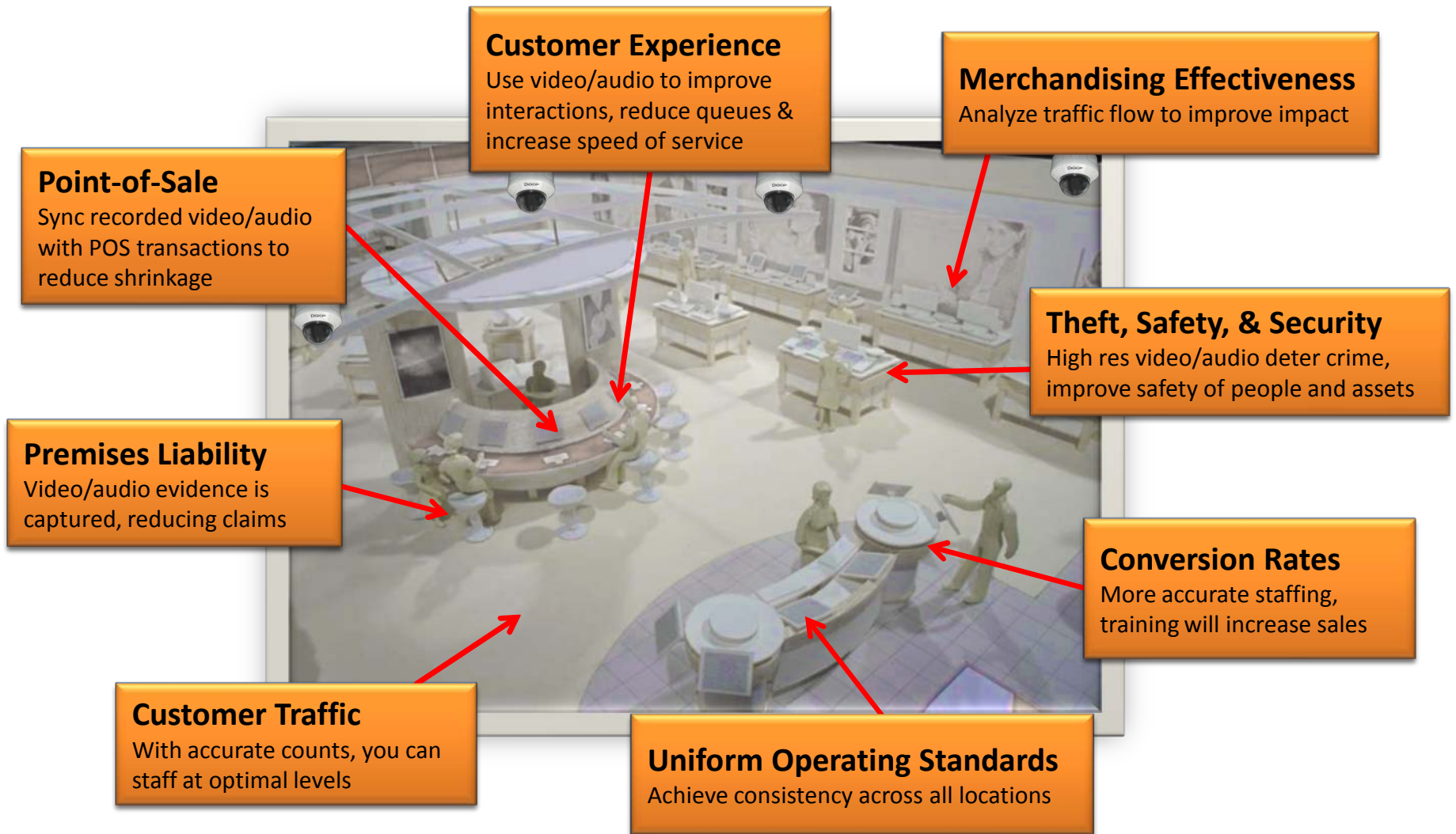


## Key Differentiating Points:

- Integrated Video & Data Business Intelligence
- Intelligence that Meets Customer Needs
- Flexible Recording Solutions
- Cloud-based Enterprise Level Management
- Simple "Best Value for your Dollar" Licensing Structure
- Trusted & Proven Solutions

# COMPUCEL

# Retail Solutions





# Video-Enhanced Retail Intelligence

## Your Entire Business, a Single Interface

Beyond the traditional surveillance benefits of loss prevention, risk management, and security, DIGIOP® solutions provide real-time and recorded, video-enhanced business intelligence for operations, marketing, merchandising, and technology groups.



### 1 Powerful Retail Intelligence Software

DIGIOP Elements™ is a ground breaking software platform that features a single, user-friendly interface to the critical video and data intelligence that you rely on to effectively manage your business. Features include:

- Real-Time Video & Data Analytics
- Powerful Search, Playback & Export
- Event-Based Notification Engine
- Centralized Web-Based Management of Single- and Multi-Site Systems

### 2 Seamless Video and Data Integration

The DIGIOP Elements™ software platform is deeply integrated with all DIGIOP® Intelligent IP devices, the DIGIOP® 3D People Counting camera, and leading IP and megapixel cameras including: 3S Vision, Axis, ACTi, iQinVision, Sony, and many others. Additionally, DIGIOP Elements seamlessly integrates data from other 3rd party applications and devices, including: POS, Video Analytics, EAS, Fire, Burglar, HVAC, RFID, ATM, Weigh Scales, and much more!

**For a list of point-of-sale devices and IP cameras integrated with the DIGIOP Elements™ platform, see pages 10-11 ...**

### 3 Flexible, Scalable, Customizable Solutions

Designed with a scalable, easy-to-manage architecture, DIGIOP® systems are capable of meeting any challenge – from a four camera installation at a single location to an expansive global network of more than 5,000 locations. DIGIOP® solutions are available as software only, or on purpose-built hybrid and network recording platforms, allowing retailers to utilize existing investments in analog cameras and providing a seamless migration path to either IP or megapixel cameras.

**All DIGIOP® solutions come pre-installed with DIGIOP Elements™. Learn about features and capabilities on pages 8-11 ...**



# The Store of the Future

## Addressing Retail's Biggest Challenges and Opportunities

### Loss Prevention

Employee theft, shoplifting, transactional shrinkage, inventory loss

[Learn more on page 4 ...](#)

### Store Design & Merchandising

Traffic flow patterns, store layout, merchandising effectiveness

[Learn more on page 6 ...](#)

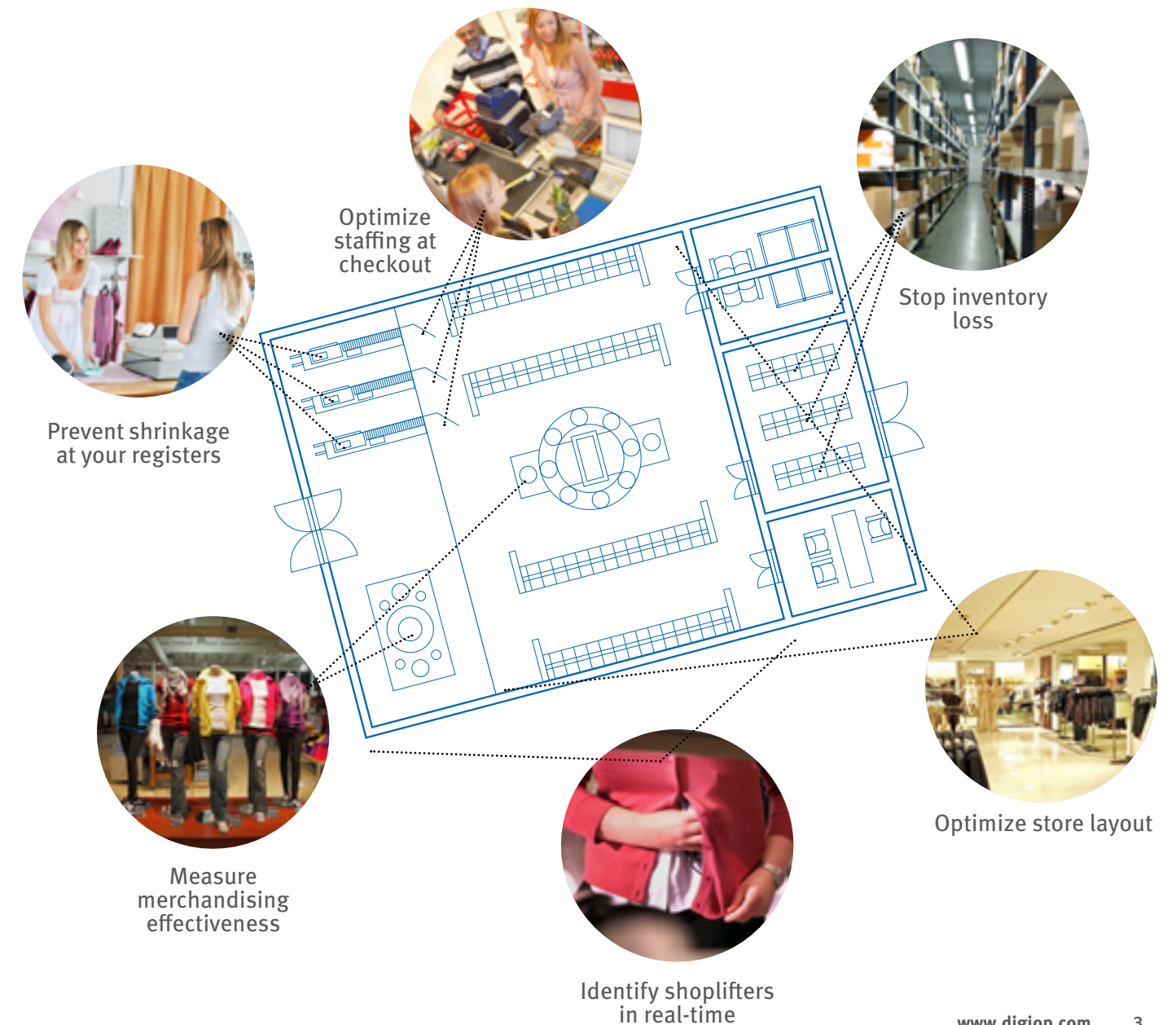
### Operational Efficiencies

Staffing levels, speed of service, customer experience, store conversion

[Learn more on page 5 ...](#)

### Customer Experience

Ultimately, the DIGIOP® solution empowers the retailer to deliver a better customer experience, resulting in higher store conversion, increased referrals, and greater profitability.





## Loss Prevention

Leverage surveillance video and data intelligence to identify and prevent loss – in real time – **to improve profitability, and to identify and remove the criminal elements from your business.**



### Transactional Shrinkage

**Targets:** Point-of-sale registers, customer service and return counters

**Integration requirement:** Video surveillance, POS system data, traffic intelligence device

**Benefits:**

- Monitor your point-of-sale transactional data in real time, and immediately access the related video for verification.
- Identify potential fraudulent exceptions such as unauthorized discounts and coupons, returns, no-sale transactions, cash refunds, check fraud, gift card fraud, and sweet hearting – and set real-time alerts and notifications to quickly review the related video and investigate the activity as it happens.
- Use our powerful data mining and filter query engine to search data at a granular level of detail (SKU, order value, cashier, etc.) and access the associated video to verify the activity.
- Leverage the powerful object detection feature in our traffic intelligence device to ensure that there are 2 people present during all POS activity – another common fraudulent transaction.



### Inventory Loss

**Targets:** High-value merchandise areas, stock rooms, loading docks, warehouses

**Integration requirement:** Video surveillance, access control systems

**Benefits:**

- Integrate your electronic access control (EAC) system with IP video surveillance, to create a searchable event every time a controlled area is accessed.
- Review the real-time or recorded video associated with every entry / exit to confirm authorized access and to monitor for any suspicious tailgating activity.



### Employee Theft

**Targets:** Retail floor, high-value merchandise areas, point-of-sale registers, stock rooms, loading docks, warehouse, trash, entries / exits

**Integration requirement:** Video surveillance, video analytics, POS system data

**Benefits:**

- Use multi-camera video surveillance systems to deter and prevent internal theft.
- In addition to general surveillance on the retail floor, focus high-definition / megapixel cameras on valuable merchandise, and consider integrating your VDMS system with covert cameras to secretly monitor high-value items or areas left uncovered by your traditional security cameras.
- Integrate your video with point-of-sale data to watch suspect employees around your tills.



### Shoplifting

**Targets:** Retail floor, high-value merchandise areas, entries / exits

**Integration requirement:** Video surveillance, video analytics, electronic article surveillance (EAS) devices

**Benefits:**

- Integrate your video & data management system with electronic article surveillance devices positioned at every entryway to monitor the tags / sensors attached to your merchandise.
- Create real-time notifications for every detection event, immediately access the associated video captured by strategically positioned high-definition megapixel cameras, and digitally zoom in to verify the activity and identify the suspect.
- Focus intelligent IP cameras on areas with sensitive merchandise, use motion detection or object missing analytics to notify you of potential criminal activity, and view real-time or search recorded video to look for shoplifting activity.



## Operational Efficiencies

Leverage surveillance video, data intelligence and customer insights to more effectively manage your store – in real time – **to optimize staffing levels, improve customer service, and ultimately increase store profitability.**



### Optimize Staffing Levels

**Targets:** Check-out lines, service stations

**Integration requirement:** Traffic intelligence device

**Benefits:**

- Measure critical customer metrics, such as store traffic, queue length (max, min, avg) and individual wait times to manage your service station staffing levels in real-time, and to optimize your workforce based on time of year, day of week, and time of day.
- Leverage advanced analytic options to filter for loitering and pass-thru traffic.



### Manage Speed of Service

**Targets:** Point-of-sale registers

**Integration requirement:** Traffic intelligence device

**Benefits:**

- Measure critical service metrics, such as service point utilization, number served, and individual service times to measure and manage employee effectiveness, including speed of service and quality of service, in real-time.
- Optimize staffing levels and transaction timing to deliver a better customer experience and optimize your store conversion rates.



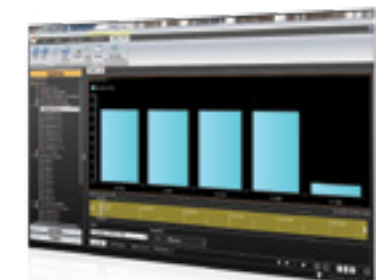
### Customer Experience

**Targets:** Check-out lines, registers, service stations

**Integration requirement:** Traffic intelligence device, POS system data

**Benefits:**

- Set detection zones around line queues and service stations to better understand customer service levels, including length of queue, time in queue, and service times.
- Measure the impact of store efficiency on conversion rates, and manage your staffing levels accordingly – both in real time and for planning purposes.



### Store Conversion

**Targets:** Entries/exits, point-of-sale registers

**Integration requirement:** Traffic intelligence device, POS system data

**Benefits:**

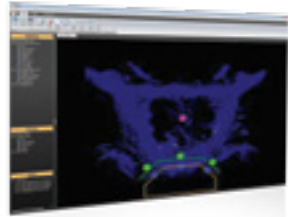
- Combine people counting intelligence with point-of-sale transaction data to calculate real-time store conversion rates.
- Use results to compare performance across multiple stores, improve employee performance, or test the effectiveness of merchandising and promotional strategies.





## Store Design and Merchandising

Leverage surveillance video and video analytics to improve store layout and optimize your merchandising activities – in real time – **to deliver a better customer experience and improve store performance.**



### Traffic Flow Patterns

**Targets:** Retail floor, point-of-sale registers, end caps, product spotlight areas, display shelves, high value merchandise areas

**Integration requirement:** Traffic intelligence device

#### Benefits:

- Monitor traffic patterns throughout your store, including entries and exits, aisles, checkout lines, service counters, and around key merchandising locations such as end caps and product spotlight areas.
- Create heat maps to visualize the most highly trafficked areas of your store to quickly identify customer flow issues and merchandising opportunities / effectiveness.
- Evaluate the change in customer behavior across different times of day, or as you change featured products and merchandising.

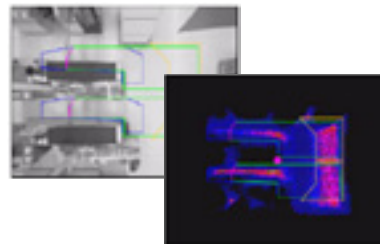
### Store Layout

**Targets:** Retail floor, end caps, product spotlight areas

**Integration requirement:** Traffic intelligence device

#### Benefits:

- Understand where your customers are spending the most time, including queues, aisles, end caps, and product spotlight areas.
- Adjust your store design to manage traffic flow, eliminate aisle blockages, and promote the optimal shopping experience.
- Strategically design your store to push customers to targeted product and merchandising areas, maximizing profitability and return on investment for your vendors and advertisers.



### Merchandising Effectiveness

**Targets:** End caps, product spotlight areas

**Integration requirement:** Traffic intelligence device, point-of-sale system

#### Benefits:

- Establish zones in front of key product displays and merchandising areas to measure traffic / potential impressions.
- Measure customer dwell times in targeted zones to determine merchandising effectiveness, and to better understand the relative value of the merchandising areas within your store.
- Combine traffic thru product displays and spotlight areas or in merchandising zones with transactional data to measure product conversion rates and the impact of product placement and merchandising.



### DIGIOP® 3D Camera People Counting & Customer Service Metrics

The DIGIOP® 3D Camera represents the next generation of video analytics. It collects counting data and other customer service intelligence in real-time, utilizing sophisticated filtering options for 95% accuracy.

Features include:

- Counting Intelligence Metric – Enters & Exits
- Queue Intelligence Metric – Queue Lengths & Wait Times
- Service Intelligence Metrics – Service Arrivals & Service Times
- Detection Intelligence Metrics – Object Detection
- Privacy Zone Masking Intelligence – Masking for Highly Sensitive Areas

[Learn more on page 11](#)



## DIGIOP® Solutions: Features & Capabilities

See all your business data in a single interface

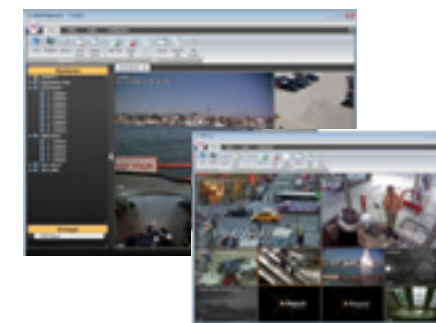


## DIGIOP® Connect Unified Dashboard

### Integrated Video & Data

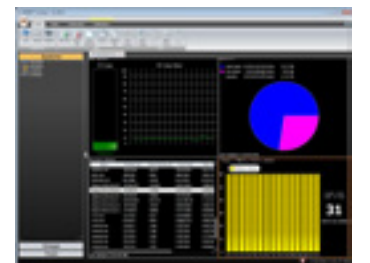
DIGIOP® Connect is a remote client that efficiently and effectively displays both video and data from multiple sources together in a unified, easy to use dashboard. DIGIOP® Connect allows you to have a virtual presence in all your locations and to remotely manage:

- Facilities, Property & Assets
- Cash & Inventory
- Customers & Employees
- Processes & Operations



### System Health Monitoring

View hard drive capacity, processor levels, add recorder events, Windows Event Logs, and memory usage for all systems across your network



### Customizable Interface

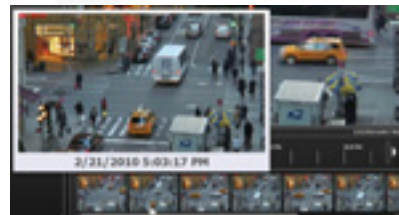
- Create unlimited windows** – Use a 2x2 grid, or layouts that display up to 36 cameras or data panes on a single tab.
- Multi-tab layouts** – Create customizable layouts, view live and recorded video on separate tabs, undock tabs for multi-monitor support
- Drag and drop management** – Select any camera, device or data source from your system tree then drag to any viewing pane for instant access
- Combine views of multiple systems** – Seamlessly integrate cameras from independent systems on a single display
- Set multi-site system tours** – Easily program your software to review multi-site displays from a central location
- View live and recorded video** – Simultaneously display and manage live and recorded video in separate windows



# DIGIOP® Solutions: Features & Capabilities



## DIGIOP® Connect Powerful Search & Playback



### Searching, Playback and Export

- **Instant Replay** – A single click, instant rewind of video from the last 1, 2, 5, or 15 minutes.
- **Thumbnail Search** – Quickly navigate your recorded video by viewing thumbnails from the start of motion-based segments.
- **Calendar Search** – A powerful search feature that lets you enter the exact date, time and duration that you want to review and use a precise timeline slider to examine the time period you've defined.
- **Intelligent search timeline** – Quickly review and access recorded video and data using an integrated visual timeline; slide timeline to quickly narrow your search window.
- **Search History** – View your previous search selections.
- **Auto Enlarge** – Simply mouse over thumbnails to enlarge the frame of the video to identify the desired part of the video.
- **Quick Export** – Single touch save and export tools allow you to easily distribute your recorded video or image clip.
- **Multi-camera export** – Export video from multiple cameras in a single file.
- **Flexible export capability** – Export video in a variety of native and converted formats to expedite the process of providing evidence to authorities

### Data Mining & Filter Queries

Quickly search data intelligence from any source with “and/or” logic. Add additional data filters to efficiently search for data or events, including:

- **Point-of-sale data** – Product detail, SKU, transaction amount, cashier ID.
- **Video analytic triggers** – Motion, object missing, queue length & time.
- **Access control alerts** – Entries/exits, employee ID.
- And much more...

### Digital Zoom Capabilities

- **Live & Playback** – Easily zoom in on any area of interest in live-view or playback mode.
- **Analog, IP & Megapixel Cameras** – Simply enlarge the area where you want more detail... results are only limited by your camera's resolution.



# DIGIOP® Solutions: Features & Capabilities



## DIGIOP® Control Web-based Enterprise Management

### Remote Permission Management

DIGIOP® Control is a web-based portal for video and data management that allows administrators to configure systems, cameras, users and permissions across single or multi-site enterprises from anywhere they have access to the cloud.



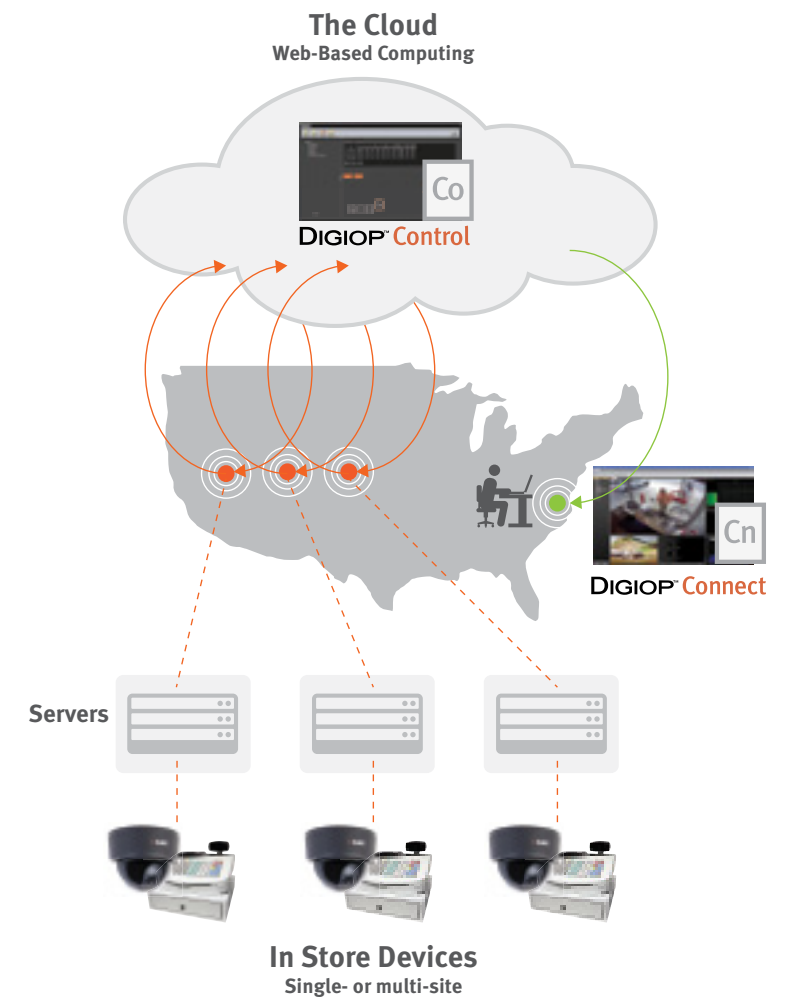
### Easy Set-up and Operation

- Centralized Configuration of Systems, Devices, Users
- IP Device Auto-Discover, Auto-Configure, and Auto-Record
- Enterprise Deployment Fail-Over

### Powerful Capabilities

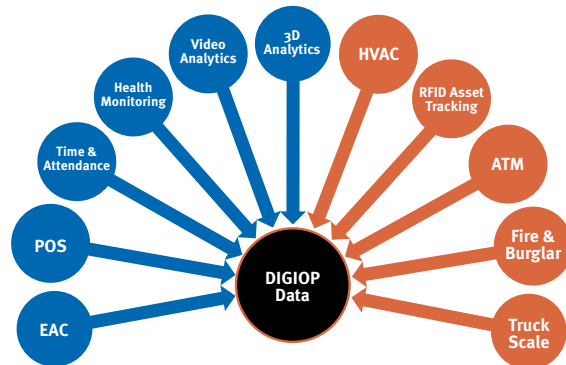
DIGIOP® Control auto-discovers, configures and records IP devices and enables managers to establish global and local level permissions for systems, cameras, and data streams. The real power of DIGIOP® Control, can be seen in its ability to help you easily manage numerous sites, users, layout groups that will be displayed using DIGIOP®'s unified video dashboard, DIGIOP® Connect.

### Web-based Management of a Typical Multi-System Solution





# DIGIOP® Solutions: Features & Capabilities



## DIGIOP® Data Data Integration Platform

### Integration with Your Data and Devices

DIGIOP® Data is our data management software that integrates information from back office systems and devices with video recorded by DIGIOP® Core. This results in synchronous streams of information which are viewed using DIGIOP® Connect.

From retail-focused applications like Point-of-Sale (POS) systems to Time & Attendance systems at schools or even Access Control systems at healthcare or government facilities, DIGIOP® Data creates the link between the video and data that brings real power to your video.

By combining the power of high definition (HD) video with information from back-office systems and third-party devices, DIGIOP® solutions have the ability to extend the value of video beyond traditional surveillance benefits of security, loss prevention, and risk management.

### Trusted and Proved Solutions

For years, DIGIOP® has been providing the largest convenience store chain in the U.S. with the tools to view live and recorded video that is synchronized with register data from their point of sale (POS) system. This allows for powerful transactional searches to identify unusual or fraudulent activity and as a result reduce internal shrink at the checkout register.

We integrate with POS devices from the following companies:



### Video Analytics

Until recently, surveillance cameras and the systems that powered them were simply recording what the lens observed without any ability to discern whether that activity was ordinary or significant. DIGIOP®'s video-enhanced intelligence platform enable users to define rules or behaviors that are important to their business. When the software detects that events have occurred that conflict with these rules, alerts can be triggered, notifications can be sent, and reports reflecting that information can be generated.

**Video analytics extends the value of traditional surveillance systems by enabling users to:**

- Count people entering or exiting an area
- Observe and analyze customer behavior and traffic patterns
- Evaluate merchandising effectiveness
- Determine area occupancy



By combining video analytics with information from back-office systems and devices, DIGIOP® Data can provide powerful tools for management including conversion rates, fraudulent exception transaction alerts, and much more.

# Purpose-Built Recording Solutions

The DIGIOP® line of hybrid and network recording solutions represents the ultimate in integration and scalability. All come pre-installed with DIGIOP Elements™, our video-enhanced business intelligence software.



### DIGIOP® 3D Camera: People Counting, Customer Service Metrics, and More...

The DIGIOP® 3D camera represents the next generation of video analytics – delivering highly accurate, real-time counting metrics, queue metrics, service metrics, and detection metrics.

Use this data to measure store performance, monitor employee performance, improve customer experience, and test the effectiveness of merchandising and promotional strategies.

Features include:

- Count people with extreme accuracy - typically greater than 95%
- Filter objects based on location, velocity, height, shape, and size (such as children, shopping carts and strollers)
- Deliver comprehensive, accurate metrics across a broad set of environments, including both indoor and outdoor applications, and high traffic areas
- Combine with POS data to calculate store conversion rate – thru DIGIOP Elements™

[Learn more on page 6](#)

We support cameras from the following companies:



visit our website to check support for specific devices