

# Mirasys VMS solutions for the retail industry

More integration, more openness, more flexibility





**Mirasys Ltd. is one of the leading suppliers of open platform Video Management Systems (VMS). More than 70.000 customers use Mirasys systems with nearly one million cameras. Mirasys supports over 2.000 validated IP camera models from leading manufacturers, thousands of compatible camera models and all analog cameras.**

**Mirasys VMS solution for the retail business offers modern and scalable security solutions, which also can be used for boosting sales and marketing.**

**Mirasys VMS solutions are used, for example, in shops, kiosk chains, hypermarkets, supermarkets, gas stations and shopping malls.**

### **Retail needs - More integration, more openness, more flexibility**

Retail stores have earlier used video surveillance mostly for general surveillance, security and loss prevention. But lately the industry's needs are getting increasingly diversified.

- Now retailers are finding that information from surveillance data can be applied to many other areas of the business. For instance by tracking and analysing customer behaviour in different situations like counting people, tracking movement density, identifying vehicles and alarming when cash queues are too long or there are not enough shopping carts, the store management can improve customer experience and forecast demand.
- There is also a growing need for systems that allow recordings to be watched simultaneously from many sites, for instance from another store, at the producer of security services or at head quarters.
- Integration of other systems into the surveillance system is as well more and more interesting. Usually a video management system is integrated with access control and/or point-of-sales systems. But there are many other possibilities. The refrigeration unit alarms can for example be connected to the surveillance system. By video monitoring, it is easy to define the problem, and then send the right people to deal with it. The speed to handle the alert is maximized and the costs are minimized.
- As business and the environment changes rapidly everywhere, the necessity for flexible surveillance solutions, which can be adapted to changes in business quickly and cost effectively, grows significantly.

## Mirasys benefits – easy, open and dedicated.

Mirasys VMS solution scales easily to all needs in retail business.

### **The Openness of the system, which means that**

- the system is easy to integrate with cameras, other devices, and systems from other manufacturers.
- the system is easy to integrate to other security services intensifying the use of those.
- the retailer is not locked to a specific device vendor.
- using Mirasys VMS keeps the retailer's options open also in the future.

### **The Easiness of using the system, which means that**

- you can monitor your site real-time and access the footage from different sites depending on your needs.
- integrated mobile phones and tablets make the communication and decision making between security and management quick and efficient, as the staff is not tied to a surveillance room.
- remote and local monitoring possibilities allow you to use both your own surveillance people as well as service providers at a chosen time and place according to your needs.
- users can operate the system intuitively without extensive training lowering the overall system management costs.
- it is easy to install and operate and you don't need to understand a big range of different systems.

### **It helps Growing your business**

- the integrated Mirasys Video Content Analytics will help you understand customer behaviour and purchase patterns and guide you to develop your business as well as making your staff allocation easier.
- Mirasys Activity Map can improve your return of investment of the VMS investment by providing critical marketing data on consumer behaviour, bottlenecks, and sales campaign success. You can compare and visualize data between different locations and pin down the best practices.
- Mirasys ANPR+ can provide vehicle statistics for example to interpret from which geographical area customers are coming to the shop, or analytics on which cars are waiting too long at the pick-up yard to be served.
- Integrations to any third party solutions can give more alternatives to collect and combine information. For instance how many people a shop's sales campaign area attracts and the number of campaign products they buy.
- Mirasys Reporting brings the numerical information to an easily readable form, from where you can, for example, track trends over time or look for abnormalities from a big amount of data.

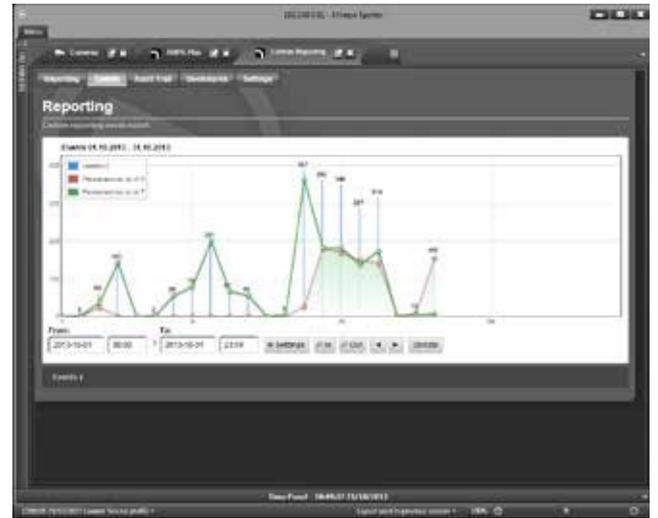
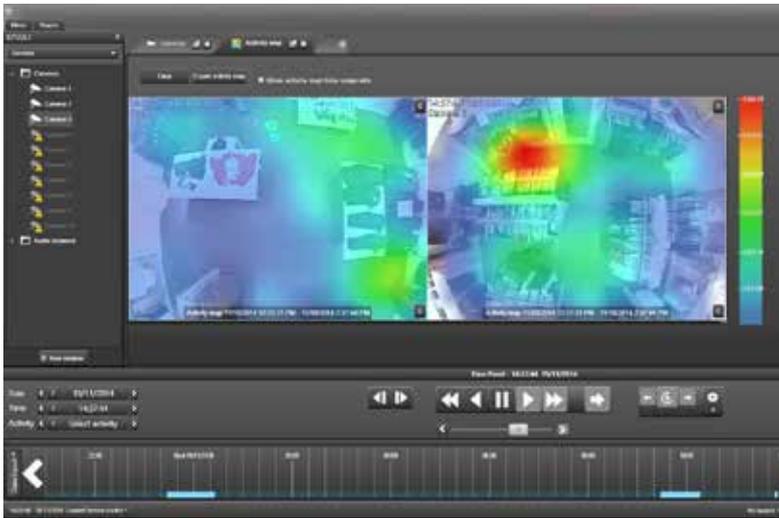
### **It is Scalable, which means that the system**

- scales effortlessly along with your businesses and your needs, as your operations might change.
- is fast and easy to start using.
- works reliably with systems from other vendors.

### **We are Dedicated, which is supported by the facts that**

- we invest heavily in developing our software to meet also the future needs and the demands of the technology changes.
- we do our best to understand the true customer needs of each business area and find correct solutions for those.
- we pride ourselves on caring and being committed to what we do for our customers as we believe in what we do.





## Better performing surveillance system minimizes the total cost of ownership

When purchasing a surveillance solution, looking beyond the single investment point of the purchase can save a lot of money in just a few years. During the lifespan of a surveillance system, any company faces different operational changes affecting security surveillance decisions, such as outsourcing, increase of business locations or centralization of operations. In these kind of changes it makes a big difference whether you have to take in use a totally new surveillance system or if you easily and cost effectively can expand the existing one.

### **Our solution helps you to improve the performance of your surveillance system and even increase sales as it**

- is very easy to install and use. For example, Mirasys licenses are created according to the number of cameras needed. The licenses are not camera specific needing a mac address, for example. Therefore, replacing a camera to another is considerably easier to manage and finance than when you need to get a new license to a new camera.
- helps you to improve customer satisfaction and store optimization, as you can easily integrate your system to different systems, like car park management and cash register transactions.
- gives you the opportunity to choose the most cost effective and best suited camera models, as you are not tied to any manufacturer.
- allows growing with your surveillance needs without big investments. You can also install the system in stages as you go.

## IP video surveillance – Increasingly interesting for the retail industry.

With accelerated speed retailers are switching from analog video surveillance systems to IP video surveillance because of the many advantages IP offers. The reasons for the popularity are clear, as benefits cover remote access, reduced management and equipment costs and easy integration with different surveillance systems.

You can easily adapt Mirasys VMS to a fully analog system, replacing analog cameras with IP cameras at your own pace – and adding new cameras at the time and speed that best fits your surveillance needs. Based on the long experience of migrating large customer systems Mirasys has created an independent camera driver architecture. New cameras that can be used in the latest Mirasys VMS version can also be utilised in all the older versions still supported by Mirasys.