



ESPRIT, Mexx & Tommy Hilfiger

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

“Due to installation of NETAVIS people counting and the integration in our inventory systems our sales is optimized and more efficient. The counting accuracy is surprisingly high compared to our previous system.”

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 20.539m².

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 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 is extremely helpful to improve conversion rate management. Therefore, video based frequencies have to be integrated, together with data from electronic point of sale devices, 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 the IP video management platform NETAVIS Observer with integrated iCAT video analytics.

NETAVIS Observer is reliably accountable for common security and surveillance tasks. The powerful NETAVIS iCAT video analytics 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 the data, additionally it is sent to the central user server at the headquarters ensuring redundancy. Due to the powerful integration interface SNAP XML, 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 Smart-Tripwire reduced error ratio of 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, the system redundancy ensures data security.

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, this video surveillance solution together with the customer frequency monitoring with iCAT video analytics is future-proof for the further expansion of the company.



SECTOR:	Retail
LOCATION:	Bischofswerda, Germany
SOFTWARE VERSION:	NETAVIS Observer, Enterprise Edition
SPECIAL FEATURES:	iCAT Video Analytics, People Counting, Smart Tripwire, SNAP XML Interface
TECHNICAL DETAILS:	129 IP cameras in 24 Shops Central installation in headquarters Data interface with inventory and staff management system