



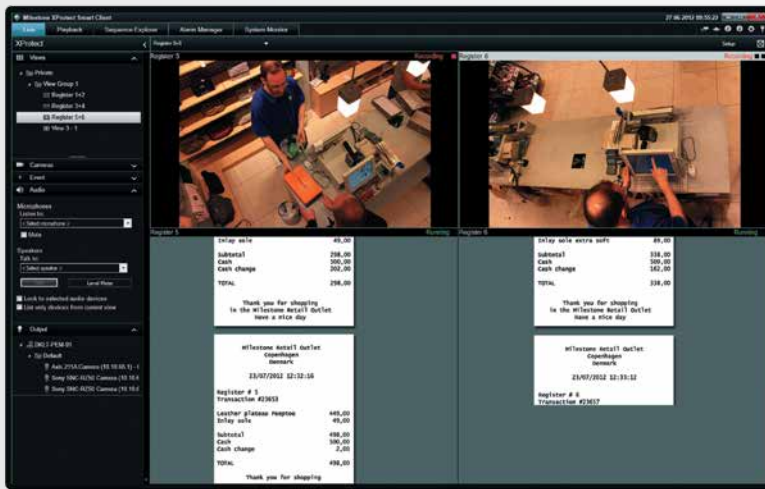
# Optimize the store

## **XProtect® video surveillance software: a smarter way to manage the store**

In an increasingly aggressive retail marketplace, protecting assets and combating loss is more imperative than ever for maintaining profits and a competitive edge. Whether the challenge is shrinkage, fraud, clerical errors, shoplifting or simply providing customers with a safe shopping environment, Milestone XProtect video management software (VMS) helps optimize store operations. For more than a decade, Milestone has been the world's leading provider of open platform IP VMS, and our powerful product helps retailers of all sizes improve their bottom line through proactive loss prevention.

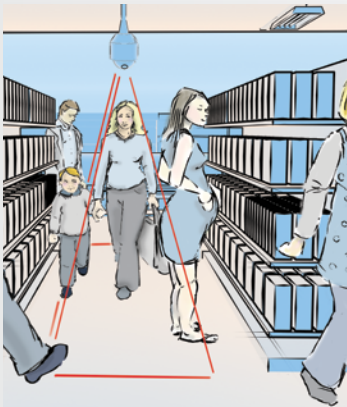
Many retailers have seen the extraordinary benefits of IP-based surveillance, which efficiently monitors customers, transactions and merchandise. Furthermore, with Milestone's open platform software, security installations are ready for the future because more cameras, additional hardware and new solutions can always be easily integrated into the existing system. Milestone has a flexible licensing scheme that allows users to add one or many cameras while still using the same equipment.

# Incorporate video to improve store operations



Video surveillance can also be applied to other areas of the business beyond loss prevention. Video data can provide useful business intelligence for marketing, merchandising and store operations. By using the common interface of the XProtect software, one video surveillance software system can fulfill many needs and the total cost of the system can be spread across a number of company divisions.

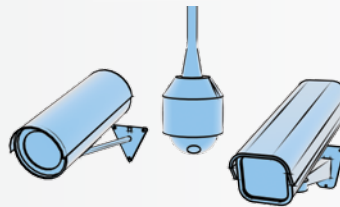
## Store operations



*How many people walked down this aisle?*

Using video analytics, like people and zone counters, stores can keep track of customer traffic and optimize operations. Analytics data, such as browsing time, can be used to identify customer traffic patterns and determine how to optimally arrange the store and merchandise.

## Cameras and video encoders



*Is the network camera supported by XProtect?*

Milestone has continuously been recognized as the global market leader and our software supports the widest range of network cameras and video encoders in the world. This simply gives users the freedom to choose the best products to meet needs and budget demands. The open platform also provides unlimited support for encoders to ease the transition from analog to IP systems.

## Point of sale (POS) and enterprise resource planning (ERP)



*Can the system send alerts when gift cards are issued?*

Video sequences can be linked with receipt and transaction data gathered from the POS system, ERP system or automated teller machines (ATMs). The video data can help reduce fraud by identifying and sending alerts about suspicious activity such as deceptive use of gift cards, discounts, blacklisted credit cards and refunds.

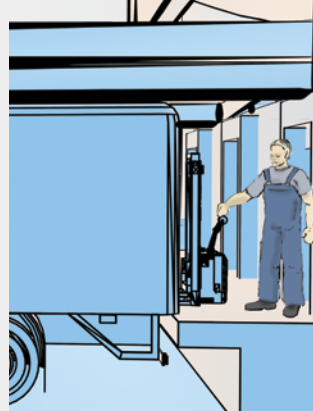
## Self-checkout



*Did the customer scan and pay for every item?*

Self-scanning is becoming increasingly popular. In XProtect software, transaction data is displayed alongside corresponding video, ensuring incidents can be efficiently tracked. Then, video data can be exported and handed over to the proper authorities to help combat theft.

## Ramp surveillance



*What items have been delivered and where are they?*

Most ramps use radio frequency identification (RFID) technology and direct store deliveries (DSDs) to scan arriving goods. The scanned data is integrated easily with video to keep track of what occurred at the time of delivery and verify item location. Gates and doors can also be controlled directly from the XProtect® Smart Client so users can visually identify staff and vehicles before granting them access.

## Parking area surveillance



*Is this car blacklisted?*

License plate recognition is an analytic solution used to identify vehicles. This technology can pinpoint cars parked too long in the parking area or send a notification when vehicles that have previously been identified as problematic are present. For example, the system can alert gas station attendants when a license plate is recognized that belongs to a person known for stealing gas.

## Electronic article surveillance (EAS)



*What happened when the thief was apprehended?*

EAS systems are commonly used to deter thieves. To make them more useful, video can be integrated to help provide evidence of what actually happened when the alarm went off. Linking video with alarms can also be used for access control systems; fire alarms; and heating, ventilation and air conditioning (HVAC) systems.

## Monitoring center



*How is video viewed in XProtect?*

With the XProtect open platform, there are several ways to view video. Users can view and manage cameras from XProtect Smart Client, the feature-rich daily operator interface. For situational awareness, the video wall product XProtect® Smart Wall gives a complete overview. Users can also view cameras remotely using XProtect® Web Client or even on the go with XProtect® Mobile.

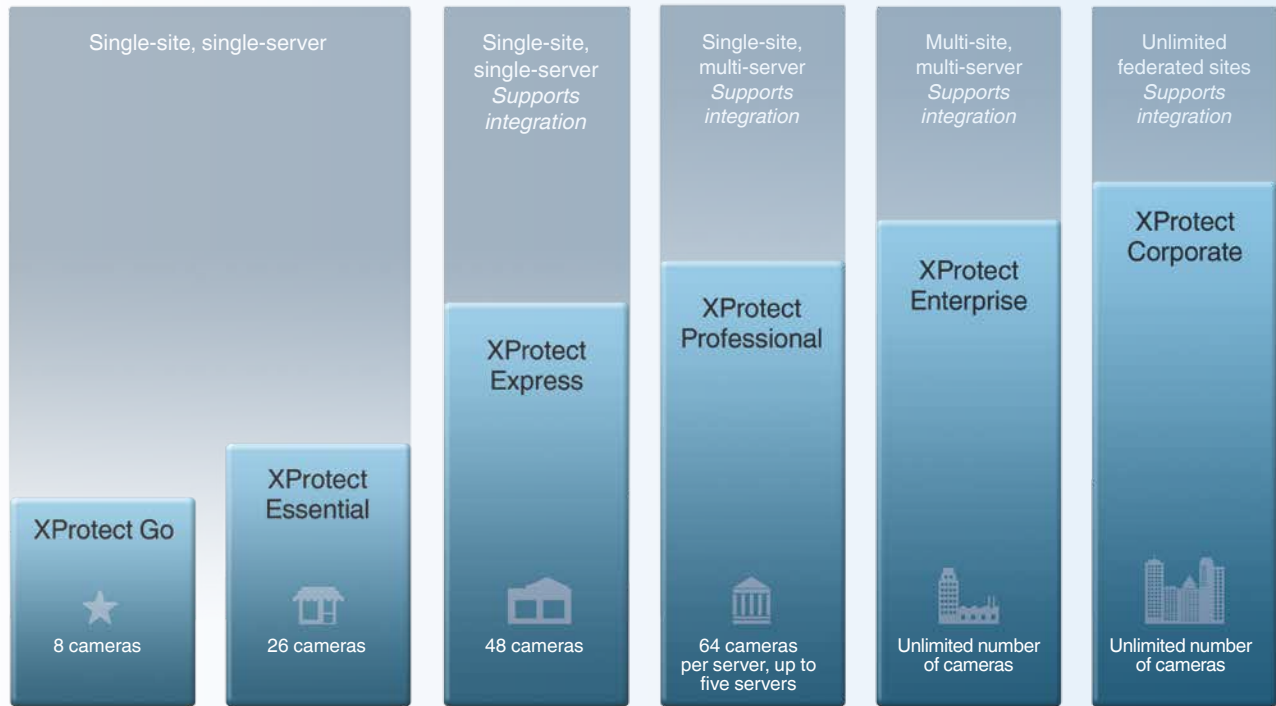


# The Milestone Open Platform

## A foundation for long-term success

Milestone's XProtect open platform video management software (VMS) integrates with the industry's widest choice in cameras, giving you the freedom to choose equipment according to your needs and budget. Committed to providing a true IP video open platform and freedom of choice, Milestone is proud to be among the first VMS vendors to support and lead the future progress of ONVIF and PSIA standards.

Integrate applications and systems into XProtect VMS with the Milestone Integration Platform Software Development Kit (MIP SDK). The open architecture of XProtect, together with the MIP SDK, allows for endless possibilities to add features and functionality for creating powerful, custom surveillance solutions.



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### About Milestone Systems

Founded in 1998, Milestone Systems is the global industry leader in open platform IP video management software. The XProtect platform delivers powerful surveillance that is easy to manage, reliable and proven in thousands of customer installations around the world. With support for the widest choice in network hardware and integration with other systems, XProtect provides best-in-class solutions to video enable organizations – managing risks, protecting people and assets, optimizing processes and reducing costs. Milestone software is sold through authorized and certified partners. For more information, visit: [www.milestonesys.com](http://www.milestonesys.com)