

Retail User Story: intuVision/exacqVision

“The intuVision/exacqVision integrated system provides a double duty of security and business intelligence video analytics. We are able to protect our stores, products, and people while also offering other business departments metrics to improve their operations and sales revenue.”

Director of Loss Prevention

Challenge

An internationally known, high-end retailer wanted a solution that would integrate a video surveillance system and video analytics into one easy-to-manage system. They tested several competing systems in their highest trafficked store in Los Angeles, California on Rodeo Drive. Their goals for the test included an accurate people counting system, easy-to-use video management system and a server that could handle all the systems without requiring additional expenses and maintenance. After 90 days of testing, they decided on the intuVision and exacqVision integrated solution.



About the Customer

- Luxury goods retailer specializing in leather, lifestyle accessories and perfumery
- Founded in 1837
- Over 10,000 employees with locations around the world

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Solution

The retailer installed intuVision Video Analytics integrated with exacqVision Z-Series network video recorders (NVRs) throughout their US stores. The seamless integration between intuVision video analytics and exacqVision VMS software makes it possible to use a wide range of video analytic rules on any camera for both security and business intelligence purposes. This retail company uses powerful intuVision video analytics to count people entering their stores as well as to detect people loitering after hours. intuVision video analytics has provided the retail stores with 98% accuracy in counting customer traffic throughout their stores.

"intuVision video analytics gave us accurate counts of customer entry and exits without the need for a dedicated camera over the door," said the Director of Loss Prevention. ***"Competing products we tested required using a dedicated camera to conduct people counting and still had problems with groups of people coming in at the same time."***

The intelligent features within the intuVision and exacqVision system provided detail and a high level of accuracy to analyze video footage and collect better business data. intuVision video analytics provides intuitive statistical information on people's activities in the stores and keeps hourly logs of how many customers have entered and exited a store. Additionally, they can count how many cars come in and out of their parking lots and monitor the perimeter of the building. These statistics are used to measure and report on sales to improve on the overall sales.

Since the intuVision-VA is an exacq Certified Software Application, it is directly installed on the Z-Series recorder without additional computers to run the analytic software. ***"We invested in a better server to run all of our applications including intuVision Video Analytics on one NVR,"*** said the Director of Loss Prevention. ***"The exacqVision / intuVision integrated system saved us additional hardware and maintenance expenses."***

Store employees control the PTZ cameras within the exacqVision client to better investigate the events detected by intuVision VA and create optimal store views. Additionally, intuVision VA sends soft triggers to the exacqVision software to alert the occurrence of specific events to record video when those take place. For example, without a gate around the perimeter of the stores, they can easily monitor and view activity outside of the facility at night from the exacqVision client or mobile app when alerted by intuVisionVA, if someone is outside the building after hours. Security staff easily conduct investigations with the powerful exacqVision thumbnail and timeline search capabilities.

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Results

The intuVision and exacqVision integrated solution improves all aspects of their business. By having the accurate customer counts from the video analytics integrated into the VMS software, they have accurate business intelligence data to provide to their operations and sales teams to use to drive more store traffic and adjust store promotions based on the metrics provided.

Benefits

- ❑ All-in-one solution for video surveillance and analytics
- ❑ Improves store operations and sales revenue
- ❑ Reliable operation with no maintenance
- ❑ Saves time and money

Equipment-at-a-Glance

Hardware:

15 exacqVision Z-Series NVRs
450 Axis IP cameras

Software:

exacqVision Professional VMS
intuVision Video Analytics version 6.3

