

Benetton Megastores Vienna

In Vienna's famous shopping areas, Kärntner Straße and Mariahilferstraße, Benetton counts on IP-based video surveillance for successful conversion rate management.

Sector:

Retail

Location:

Vienna, Austria

Software Version:

NETAVIS Observer 4, Enterprise Edition

Special Features:

Video Analytics iCAT, Smart Tripwire©
Retail Modules: Pegasus and POS Monitor

Technical Details:

85 AXIS IP-cameras in 2 subsidiaries
distributed setup with one Observer server
and one Pegasus server per store



Challenge

With 3.000m² sales area in Mariahilferstraße it is Europe's biggest Benetton Megastore. Also the 1000 m² Benetton Megastore in Vienna's Kärntner Straße belongs to mtm Textilhandels GmbH, which offers the complete fashion collection of the Italian label to its customers.

Typical challenges in retail like internal and external shrinkage, staff security, and protection of assets should be addressed efficiently despite heavy customer traffic. Moreover precise customer frequency monitoring and customer behaviour analysis should support the management in day to day decision making and due to optimizing marketing and staff management a fast return on investment should be realised.

Solution

49 resp. 35 network cameras installed at hot spots of the shops on the ceiling provide about 80 %



sales area coverage. The IP based video surveillance software Observer 4 of NETAVIS ensures reliable, high-performance and easy to handle security surveillance. Additionally, the retail module POS Monitor enables fully transparent monitoring of cash desk operations due to live and archive combination of POS system data with corresponding video streams.

The leading edge video analytics module iCAT is seamlessly integrated in NETAVIS Observer 4. Due

to Smart Trip Wire© Technology, NETAVIS is able to represent highly accurate and directional people counting stations at entrances, lifts and stairs without any additional equipment.



Customer flow measures generated by video analytics, additional video meta data and business data like revenue or sales counts are integrated in NETAVIS' special Retail Data Warehouse Pegasus. On daily basis, Pegasus provides relevant data together with the key figure conversion rate either as report or as charts to the management.

Benefit

Security and loss prevention as well as effective error management of cashiers safeguard the smooth workflow in Benetton Megastores Vienna. As a result of synergetic usage of security technology also for management and marketing purposes and of NETAVIS high performance software architecture, investment costs decline and fast ROI is ensured.

Conversion rate management is improved by reliable customer frequency monitoring based on facts instead of estimation of staff members.

Additionally, shop managers of Benetton Megastores are able to distinguish heavily frequented shop areas from less favoured ones via PC, tablet or smart phone and therefore ready to react on a remote basis in terms of staff management or product placement. As soon as conversion rates decline below a critical benchmark, action is taken.

*"Observer 4 starts a new era
of multifunctional video surveillance."*

Tino & Marc Wieser
CEO mtm Textilhandels GmbH