



milestone
The open platform company

Retail surveillance solutions

For centrally managed, multi-site
or single-site setups

XProtect® VMS products | XProtect® add-ons | Milestone partner solutions

- > Loyalty program misuse and credit card fraud
- > Minimizing shrinkage
- > Conversion rate
- > Customer safety and satisfaction
- > Alarm integration
- > Heat mapping
- > Store optimization

Retailers welcome, large or small

As business grows, retail security and surveillance needs can also expand. XProtect video management software (VMS) makes it possible to customize the perfect solution for centrally managed, multi-site or single-site operations.

Better customer knowledge

XProtect VMS allows managers to use features such as heat mapping to monitor customer habits and traffic to gain insight on how to provide a better customer experience.

More than security

XProtect software doesn't just provide a secure environment for customers and staff, it also gives owners the opportunity to integrate business systems to achieve greater efficiencies in operating processes.

Analog to IP with ease

Milestone encoder licensing helps provide a realistic migration to digital video for customers using analog cameras. XProtect's open platform means the widest range of cameras can always be upgraded from analog to digital.

Expanding capabilities

Customize the solution

XProtect VMS for retailers

Large retail brands with centralized headquarters and shops spread across multiple geographical locations, shopping centers, small restaurants, kiosks and fuel stations can choose from the complete range of XProtect VMS products to meet virtually any security or surveillance challenge.

XProtect add-on products further target needs

XProtect® Retail integrates into enterprise resource planning (ERP) systems and performs advanced transaction data analysis that helps retailers optimize store operations by identifying fraud scenarios and reducing shrinkage.

XProtect® Transact links video sequences with receipt and transaction data gathered from the point-of-sale (POS) system and automatic teller machines (ATMs).

Milestone partner solutions complete the setup

Third-party integrations provided by Milestone partners, such as people counting, POS/ATM and video analytics software, heat mapping, facial coverage, facial/age/gender recognition and scan avoidance can be easily integrated into the security and surveillance mix to provide just the right system solution.



Customer story

Åhléns department store, Sweden

Small to midsize retailers tend to opt for simplicity, ease of use and reasonable pricing. XProtect® Enterprise made it possible for the Åhléns management team to convert from analog to IP without breaking the bank or creating a whole new set of complicated operations processes. "There are many complex systems...but it gets to be a lot of bling-bling. Milestone works flawlessly," said Anders Lundqvist, Åhléns Group Security Manager. Get the full story at www.milestonesys.com/customerstories

Area	Concern	Solution
Store optimization	Reduce salary expenses and optimize work processes	XProtect VMS combined with video analytics documents customer traffic to improve workforce planning and identify optimal delivery time
Conversion rate	High customer foot traffic, low sales	People counting software generates metadata to better measure factors such as the impact of pricing, product layout and sales floor presentation
Heat mapping	Customer traffic knowledge required to document dead/heavy traffic zones to wholesalers	Video analytics integrated into cameras to reveal hot zones, track and record the customer browsing experience
Alarm integration	Unable to efficiently monitor safety and security systems	Monitor and control entry and exits points using XProtect® Access Control Module. Easily integrate third-party products using the Milestone Integration Platform Software Development Kit (MIP SDK)
Minimizing shrinkage	Unable to identify source of lost revenue	Synchronize with POS and ATM data to search for events and transactions linked with fraud or theft, using XProtect Retail or XProtect Transact
Loyalty program misuse and credit card fraud	Loss prevention, retail optimization, market analytics and use of stolen credit cards	Track and monitor loyalty card and credit card use via XProtect Transact and XProtect Retail linked into Milestone VMS
Customer safety and satisfaction	Need to improve the customer experience and increase safety	Milestone Solution Partners offer sound-intelligent software to detect sounds such as screams and glass breaking to help detect aggression and assaults in stores or malls

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