

Customer story

INDUSTRY:

RETAIL OUTLET



HIGHLIGHTS

Transforming Retail Mysteries into Profitable Histories using Edge Computing

CLIENT

A well-established retail chain with a wide network of outlets spread across the country, catering to diverse customer needs with excellence.

REQUIREMENT

The requirement entails deploying advanced video analytics to identify repeat and premium customers, thereby enhancing personalised in-store services.

- Additionally, it involved establishing a resilient network with automatic failover capabilities to maintain uninterrupted operations and alleviate congestion.
- A comprehensive strategy was needed to integrate sales data with security measures effectively, addressing stock loss management.
- Furthermore, the goal was to develop a unified system that combines video surveillance with sales monitoring to provide real-time insights and security alerts.

CHALLENGE

The challenge faced by the retail company included;

- Leveraging existing CCTV cameras to identify repeat and premium customers to enrich their in-store experience.
- Needing a dependable network with automatic failover to alleviate network congestion.
- Relying heavily on stock loss prevention in the retail sector, where sales serve as the primary indicator.
- Analysing in-store activities, such as point of sale, and correlating them with revenue to mitigate theft and pilferage risks.

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MORE INFO

SOLUTION

[Edge Computing]

To address this complex network requirement and challenge, Viva provided an ideal solution for the client.

The proposed solution included the following components:

- **Enhanced Video Analytics with SMOAD Edge:** Utilises advanced video analytics for facial recognition and behavioural analysis using existing CCTV cameras to identify repeat and premium customers, enhancing personalised in-store experiences.
- **Robust Network Infrastructure with SD-WAN:** Implements an SD-WAN solution to ensure a reliable network infrastructure with automatic failover capabilities, reducing network congestion and downtime during real-time video analysis.
- **Integrated Video Analytics Capabilities:** SMOAD edge router incorporates video analytics capabilities to alert and track in-store customer movements and behaviours, identifying patterns indicative of potential theft, especially around high-value items.
- **Real-Time Surveillance Integration:** The SMOAD edge router supports real-time integration with surveillance systems, enabling centralised monitoring of in-store activities. This facilitates quick identification of unusual behaviours or security breaches, ensuring prompt action and improved loss prevention measures.