

# JOINT VALUE BROCHURE

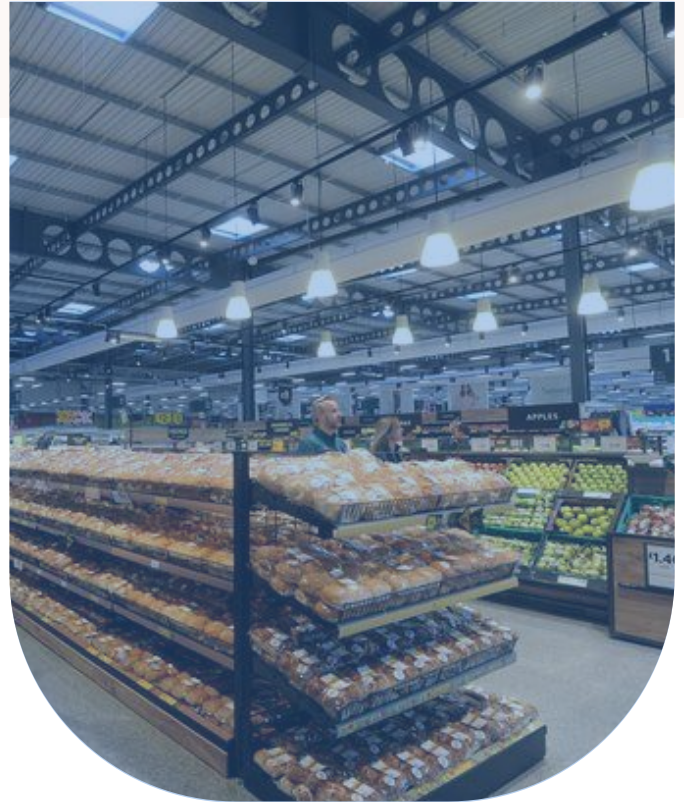
AI POWERED SMART RETAIL SOLUTION  
WITH ANALYTICS AND INTEGRATIONS

AZiGuard Retail Analytics for Promoting Store  
Management and Sales

# About AZiGuard

**AZiGuard** is one of the best performing complex applications for integrated management of video images received from analog and IP surveillance cameras. It can connect tens of thousands of cameras, from thousands of locations, in a single video surveillance system, offering the best connection speed to both live and archive images.

Video Management System is an AziGuard component characterized by high flexibility and infinite automation possibilities, which transforms the information of the existing or new video system into an interactive and easy-to-use system.



## Technical Details

<b>Solution Type</b>	VMS/ARC/Access Control Platform/Cloud VSaaS/Home Automation Systems/Parking Management System
<b>Integration Protocols</b>	ISAPI/ONVIF/SIP/AC-Gateway
<b>Product Languages</b>	English/Romanian
<b>Regions</b>	Europe

### Integrated Hikvision Products

- ✓ IP Cameras, PTZ Cameras
- ✓ Thermal Cameras
- ✓ DVRs, NVRs
- ✓ Traffic products, Mobile products
- ✓ Access Control
- ✓ Alarm, Video Intercom
- ✓ IP Speakers

### Supported Product Models and Versions

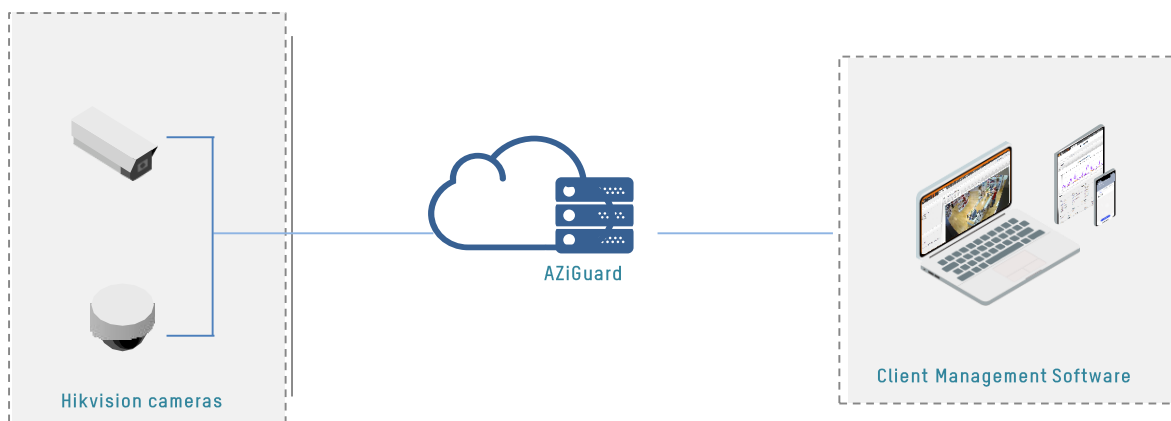
**AziTrend:** AZiGuard 4.4.1.0

**Hikvision:** All PTZ cameras and thermal cameras; most DVR/NVR and access control devices

# Solution Architecture

With Hikvision cameras installed in the stores and AZiGuard video management system to realize the smart retail powered by AI, the solution offers personalized merchandising service solutions based on analysis of in-store images:

- Costs of the sales point audits, specific to retail, are reduced
- Leads to increased sales
- Increases profitability
- Builds customer loyalty.

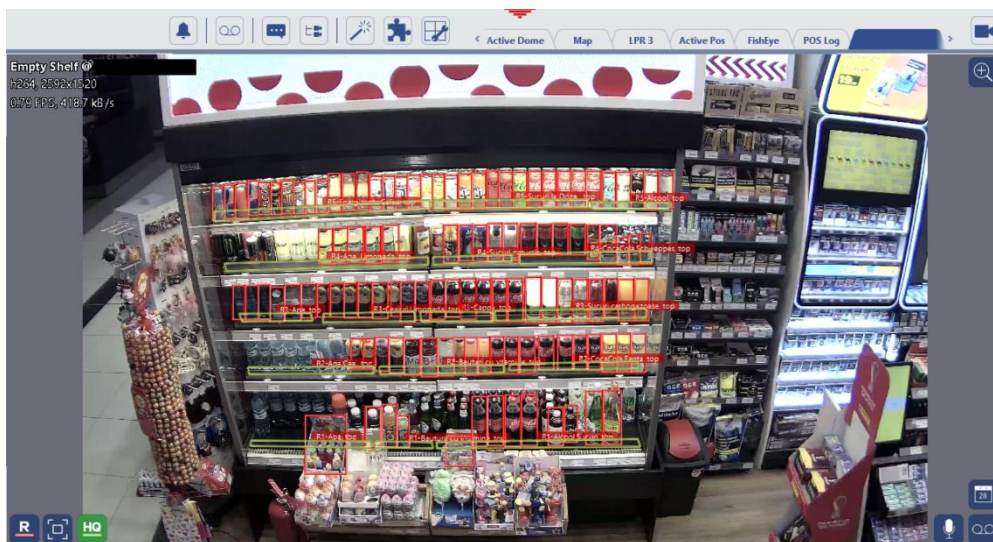


# Key Benefits

## Promotes goods management with Smart Retail powered by AI

Smart Retail powered by AI is obtained in 3 steps:

- Cameras installed for monitoring the shelves with products in real time
- Images are uploaded to the Intelligence Retail application
- Analytical results are obtained regarding the real-time situation of the stock on the shelf, along with graphs, reports and immediate tasks for store employees to complete rearranging stock in store.



## Leads to increased sales

With Hikvision and AZiGuard video management system to realize the smart retail applications, more than 20,000 SKUs are analyzed monthly, through more than 2 million photos; and shelf availability is over 6% higher, generating 3-5% higher sales.

## Reduces the cost and loss

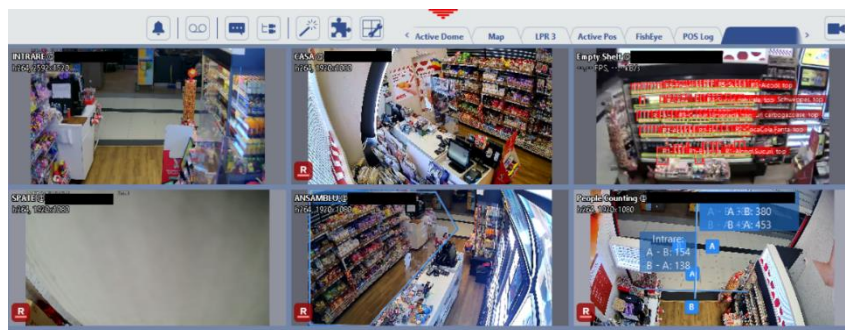
Effectively reduces the working time needed to monitor multiple sites, and reduces event search time by up to 90%.

It manages the recording archive intelligently, with minimal losses in any situation

## System scalability

AZiGuard is compatible with 99.9% of analog or IP video camera models. And the Intelligence Retail application can be developed for any number of stores.

Store reports can be centralized for each sales rep, or ASM, or for each region.



**Intelligence  
Retail**



**AZiTrend**

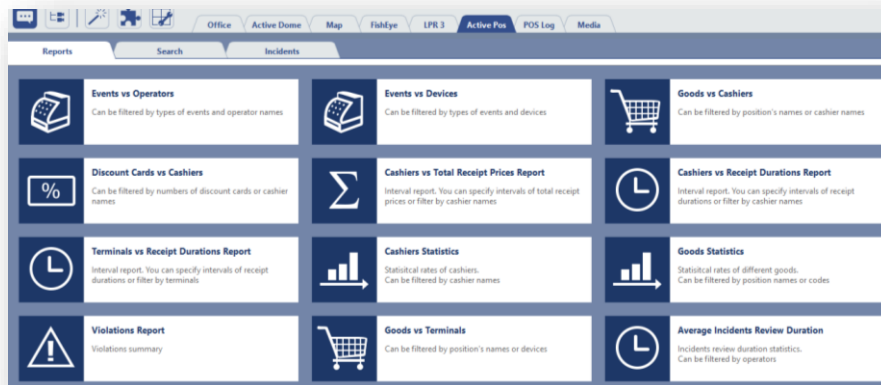
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**Hikvision**

## Creates and sends event reports and/or personalized information

Various event reports, statistics reports and/or personalized information can be generated from all the stores in the network.

At the same time, reports can be selected by product ranges, prices, or promotions.



## Key Features



Easy integration with Hikvision cameras for real-time monitoring of SKU and searching for events



Retail video analytics



Reacts to scenarios and alerts automatically



Integrates an unlimited number of devices in a single interface, making it easy to manage.

### Targeted Industries

Retail

Transport

City

Healthcare

Commercial

Education

Logistics

Residential

Sports & Entertainment

# About Us

## Hikvision Digital Technology

Hikvision is committed to serving various industries through its cutting-edge technologies of machine perception, artificial intelligence, and big data, leading the future of AIoT. At Hikvision, we believe that it's the close collaboration with our ecosystem of partners that accelerates innovation and development, while also securing maximum value creation for clients.

We work closely with thousands of the best manufacturers of technical hardware and software systems in the security, automated manufacturing, and IoT industries. Our Technology Partner Program demonstrates how clients can use Hikvision technologies with full confidence that we provide vendors the right tools for comprehensive integration and compatibility with all our products, empowering our joint-value solutions to address pain points in various industries.

## AZiTrend

**Azitrend** has been active in the security market for more 6 years. Since then, the development of Security as a Service started to grow, together with the vision of using the Video Surveillance System for optimization of operational or business processes. Driven by these purposes, with a very optimized own team of 11 own employees and other outsourced software development companies, we have managed to reach 3 million euros yearly revenue on the Romanian market.



# HIKVISION®

TECHNOLOGY PARTNER

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