



RETAIL

Reduce Risks, Shrinkage, and Manpower With

SMART SOLUTION



digifort

www.digifort.com

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OVERVIEW

Operation Optimization and Management

Intelligent security and loss prevention

Proactive and Precise Marketing

Store attractiveness

Internal Fraud and Shoplifter

Digifort's retail solution caters to businesses, ranging from a convenience store to a big shopping mall. Although each retail sector takes distinct forms of characteristics, they all share the need for better asset security and smarter management and operations.

Based on a deep understanding of what each and every type of business might need,

Digifort can offer bespoke solutions that can meet customer's expectations and budget.

BUSINESS SECURITY

Early Warning

Notifications for advance preparations

It is always good to plan ahead – and that goes for security systems, too. Digifort solution provides capabilities for pre-incident warnings. For example, person of interest and repeat offenders recognition can send the alarm that helps retailers to be prepared and informed about who is in their store.

Real-Time Alerts

Early detection for quick response

Nowadays, video security has evolved from simple post-event video search to proactive event intervention. Businesses stand to gain huge benefits from the capabilities of real-time alerts. For example, retailers can effectively prevent losses when linking POS system with a security camera. You can receive live alerts when a staff makes an unauthorized transaction.

You can also get early detection warning of weapons and face coverings when entering the store.





Post-Event Evidence Retrieval

Fast forensic analysis

Today we are faced with enormous amounts of data and video storage. The ability to quickly find evidence is crucial. In many scenarios, such evidence might include more than just video information. That is why with Digifort's solution, users will find key data associated with the event in question in seconds.

Merging Data feed with Video

POS information/Activity with corresponding video evidence.

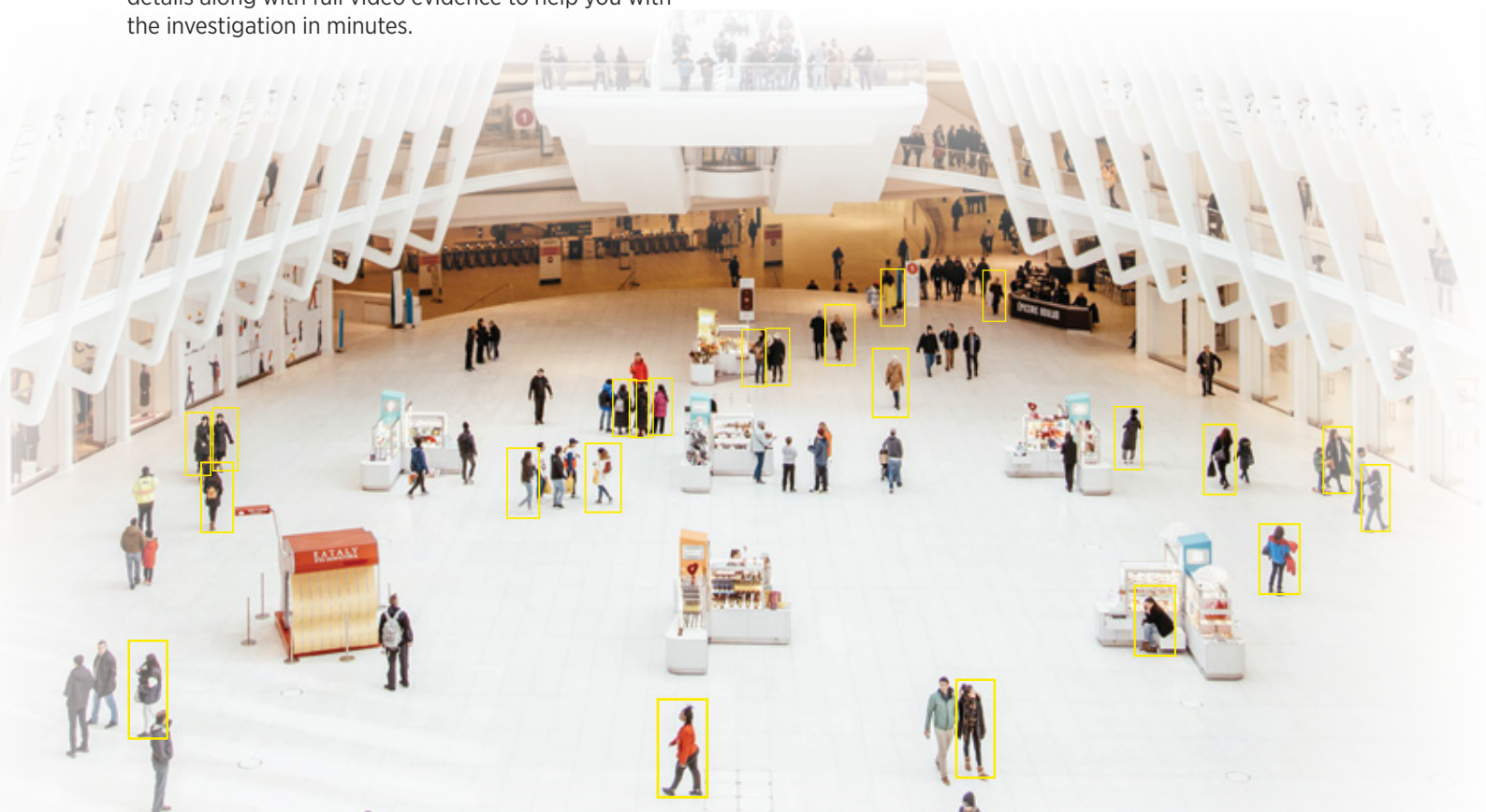
Video from your security systems alone cannot solve this problem. The data from POS is time-synchronized with recorded video from your surveillance cameras.

Digifort can detect fraud early in its development as well as a set-up to get an immediate alert when a certain transaction is performed.

When you spot suspicious activity that could be costing you money, you can find the transaction details along with full video evidence to help you with the investigation in minutes.

Search & Review Hours of Video In Minutes

Quickly search and filter objects and events of interest by men, women, children, vehicles, and lighting changes with speed and precision, using 28 classes and attributes, in addition you have appearance similarity, color, size, speed, path, direction, and dwell time, providing an ever increasing and powerful set of distinct search combinations. This kind of functionality increases efficiency and makes evidence location more effective and time saving.





Increase Profits with improved Marketing Based on Real-Time data.

BUSINESS INTELLIGENCE



Digifort's video synopsis powered by Briefcam offers a comprehensive range of products that collect data, run analyses, and conduct multi-dimensional data analysis. Using devices that were only used for a security system, you can now gain a deeper understanding of your data using the videos from your cameras.

Understand customers as a group, observe activity patterns, increase operational efficiency, and utilize the right tools to ensure shoppers walk out of your store with smiles and merchandise.

VIP CUSTOMER ANALYSIS

Specialty shops are faced with high operating costs and high value products, this conversion rates and area effectiveness are critical. VIP customers are enormously valuable to such stores, but service staff cannot always identify them immediately. When customers agree to participate in VIP programs, marketing promotions or other incentives, facial recognition technology will give retailers accurate tools to identify VIPs and loyal customers. Staff can be notified to provide the right services at just the right time. This helps to offer better shopping experiences, which is now more and more becoming the determining factor in purchase behaviors.

Customer Traffic Report

Knowing how many people visited your store and being able to analyze the patterns and trends of shoppers are crucial to any kind of store, big or small.

Area Heat Map

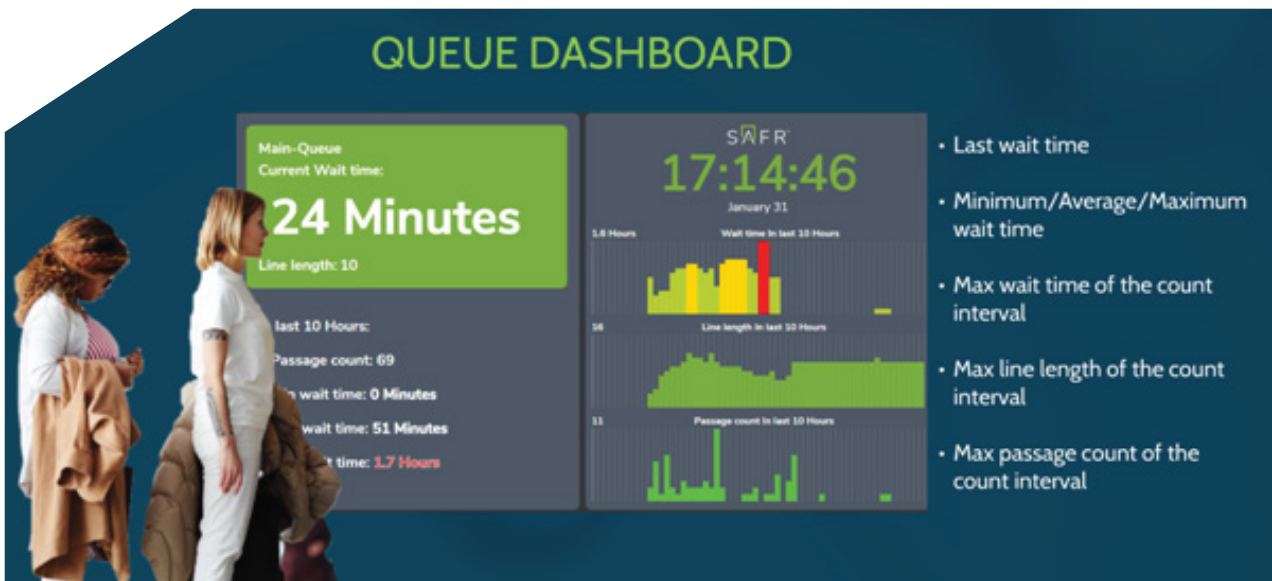
Data that reveal which areas or merchandising display are most visited could be a great help for operational insights. In the shelf area, heat-mapping technology marks the popularity of each shelf areas or merchandising.

Using ceiling installation of several fisheye cameras, the system can generate overall heatmap data for the entire store. This information helps managers to see where the "hot areas" are and to enable better product allocation for promotion. Combined with sales data, the heat map data is a great tool for management team to reveal insights on shopping patterns.



Queue Analytics

Waiting times can have a devastating effect on the in-store customer experience. Queue detection cameras are designed to monitor queues in real-time and send notifications when there are too many people waiting in line. Along with response times, managers can also check on queue data to evaluate staff performance and track efficiency improvements.



Consumer Attributes Analysis

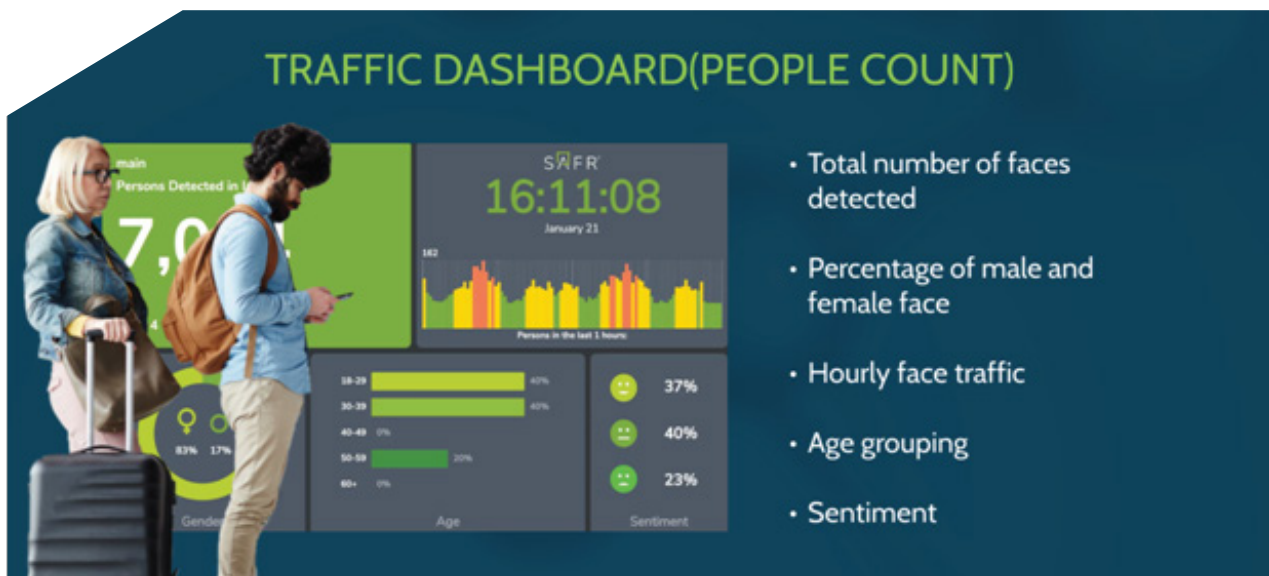
Digifort solution not only offers functionality to analyse customer traffic data, but also summarizes the key characteristics of your customers for you to make more insightful decisions. Customer attributes, such as facial expression, and other data help stores better develop customer profiles and gain insights about their preferences. Use this function in different locations of your store for multiple applications and purposes.

People Counting

Powered by AI - Deep learning

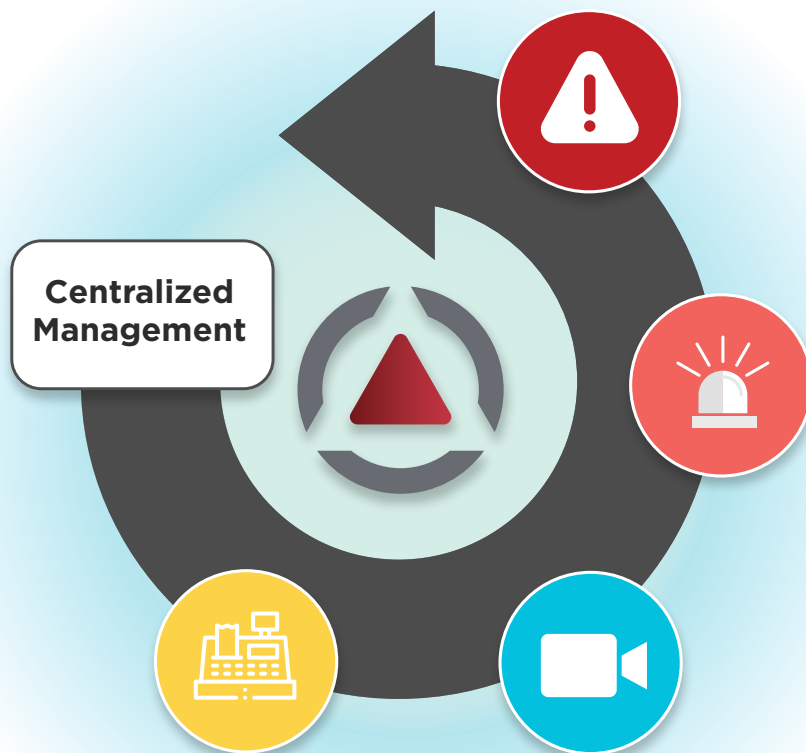
Digifort can help collect the most accurate data. The new people counting camera is now able to recognize repetitive entries or non-shoppers (including staffs and securities) and exclude such data using facial recognition.

In order to obtain even more accurate customer traffic data, Digifort is able to exclude customers who repetitively enter the store or staff.





System Management



With Digifort, management is more centralized and easy-to-use.

All the statistics and analysis you may need to maintain a healthy and effective system are all accessed in one place. You can easily generate system overview.

You will be generating reports, analysing the results, and then revising the final product with helpful tools and savvy insights. Agonizing over your stores audit history will become history.

- Overall Inspection
Customized inspection of all the system including network devices.
- Error Checking
List of abnormal items with detailed information



Cloud-based SOFTWARE PLATFORM

Powered by Auror

Empowers retailers to report, solve, and prevent crime in stores.



Our solution helps police and retail businesses to collaborate and fight crime. It is a cloud-based software platform that aims to simplify the crime reporting process using a centralized cloud database. Licence photo recognition using our latest deep learning technology is used to report any drive-offs and update all other stores with the new black-list. It aggregates information across most retailers, providing smart data to enable actionable intelligence and predictive analytics to all the stores in real time.


Did you know that every day around more than \$2-3 million to Walmart in the US, lose 3 billion dollars a year to customer theft that no one even bothers to report?

Petrol station drive-offs, little thefts at supermarkets, things under \$100 generally don't even get reported to the police - and if they are, the police often can't do much about them.

In generating a full picture of retail crime and its related data, we aim to gain insights to provide real-time alerts, actionable intelligence, and business reporting to both retailers and police which will help crime detection and prevention.

DIGIFORT GLOBAL



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