



Swisscom Broadcast Video Insider – making the invisible visible: discover business potential, enhance security

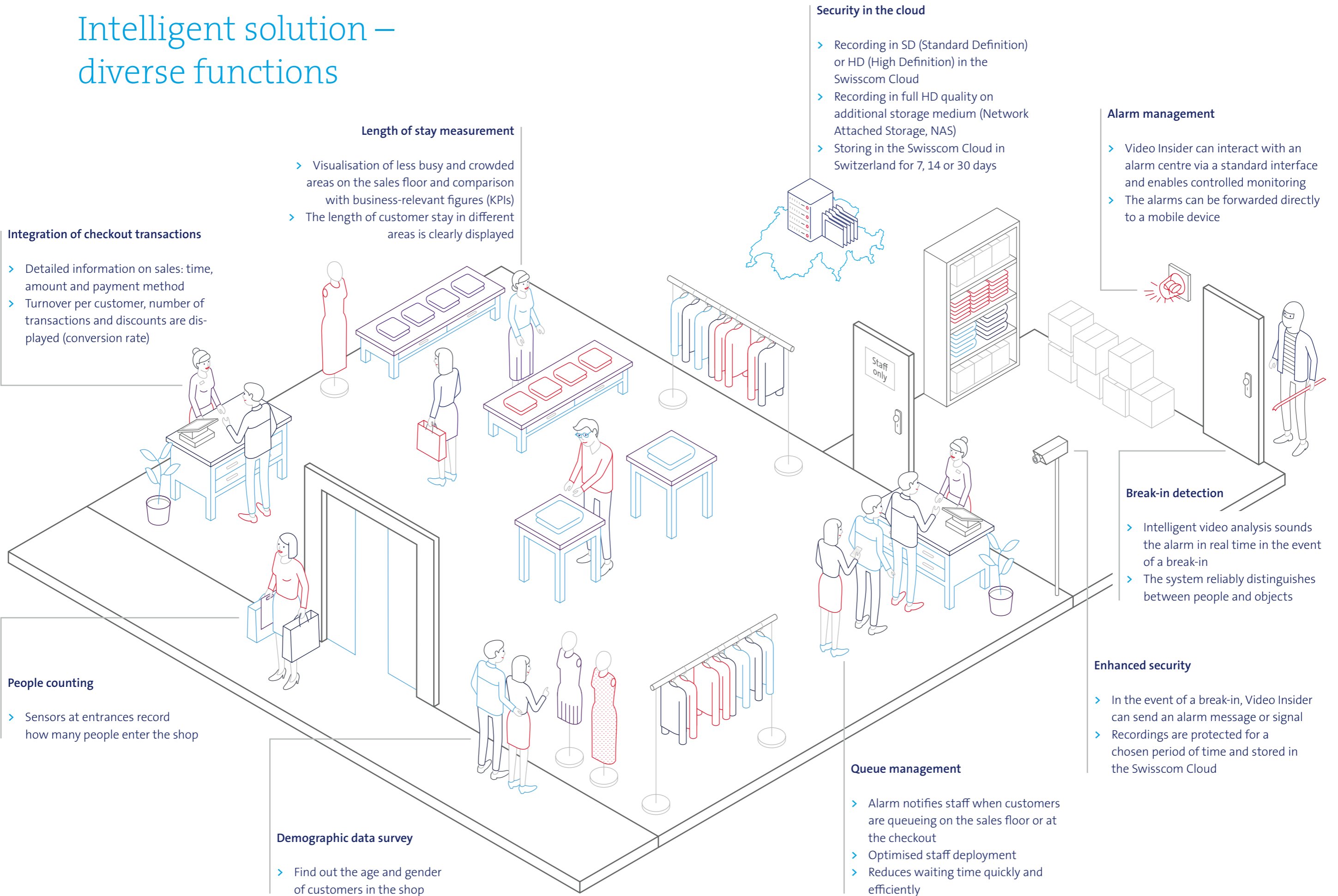
Video analysis and surveillance requirements in the retail trade are complex. Video analysis systems are deployed with growing frequency for marketing purposes and reveal hidden business potential. They form the cornerstone for optimised personnel planning and sales space and help to better understand customer behaviour. Retailers also depend on video surveillance to protect them against theft, burglary and vandalism, and to enhance security. As the first Swiss provider to do so, Swisscom Broadcast combines video intelligence for business and security on a single platform: Video Insider.

Your benefits at a glance

- > **Business intelligence**
Counting people, recording gender and age, measuring length of stay – video data provides significant information which helps to better understand customer behaviour and organise core business more efficiently.
- > **Security intelligence**
Preventing and solving break-ins, assaults, thefts and other offences – video data ensure enhanced security.
- > **Modular and customised**
The basic product can be extended with options and customised to meet individual needs. The resolution and storage period for video data can be freely selected.
- > **Full control over costs and security**
The infrastructure with cameras and software is available as a service – convenient, and with full cost control. Swisscom Broadcast takes care of hardware/software installation, maintenance, support and updates. Priority is placed on data security and privacy: all data are stored in the Swisscom Cloud in Switzerland.

Swisscom Broadcast Video Insider

Intelligent solution – diverse functions



Swisscom Broadcast Video Insider

Successful deployment in the retail trade

Reliable video analysis enables a consistent focus on customer service and efficient staff deployment. Swisscom Shops rely on Swisscom Broadcast Video Insider.

When and on which days are most customers in the shop? How long are waiting times? Which products have the best impact in the shop window? What is the relationship between purchasing behaviour and age? Swisscom Broadcast Video Insider provides

the answers: all business-relevant figures (KPIs) are displayed clearly and transparently. Insight Workshops enable shop staff to bring new insights to their daily work and use them to improve business. Customer satisfaction and sales can thus be increased in the long term.



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