RETAIL SOLUTION
Secure your store, and maximize your revenue

- Security Management

- Operation Management

- Loss Prevention Management

- Marketing Management

RETAIL SOLUTION

RICOH
imagine. change.

INTRODUCTION

Ricoh is a global technology company that has been transforming the way people work for more than 80 years. Under its corporate tagline – imagine. change. – Ricoh continues to empower companies and individuals with services and technologies that inspire innovation, enhance sustainability and boost business growth. These include document management systems, IT services, production print solutions, visual communications systems, digital cameras, and industrial systems. Headquartered in Tokyo, Ricoh Group operates in approximately 200 countries and regions. In the financial year ending March 2016, Ricoh Group had worldwide sales of 2,209 billion yen (approx. 19.6 billion USD).

CONTENTS

SECURITY MANAGEMENT

Ensure the safety and well being of both employees and customers

Theft Prevention

Large Public View Monitor at Corner

Publicly displaying the surveillance live monitoring through a big monitor can effectively discourage and deter people from stealing stuff.

Public View Monitor at Cashier

Customers could leave self-service cashiers without paying for one or many items. A public view monitor next to the self-service POS cashier is able to deter this behavior.

Shoplifting Detection

When a specific object is missing, the surveillance system can detect it and alert the control center to catch the thief immediately.

Unauthorized Access Prevention by Access Control Integration

Identity Fraud

Without surveillance videos, it is hard to be sure if the identity shown in the entry log matches the accessing person. Access control integrated with the surveillance system can remarkably prevent the crises and loss resulted from identity fraud by providing video proof and entry log at the same time for verification.

Tailing

When someone is entering the room, the access control system will record only this entry, without noticing the people who tail behind and access without any access card. To avoid the danger generated from this situation, the surveillance system can detect it and alert the control center.

LOSS PREVENTION MANAGEMENT

Preserve profit by reducing preventable losses

Burglary Detection

If someone is lingering around and trying to break into the store after it is closed to steal precious properties, the video surveillance system can detect the intrusion and alert the manager to stop burglary from happening.

Tackling Employee Theft by POS Integration

Sweethearting

The manager will be notified immediately when discounts are given. This is able to prevent profit loss resulted from the unauthorized discounts given by the employee to his/her relatives or friends.

Manual Barcode Input

Mistakes could be made, purposely or unintentionally, by keying in a barcode manually, which causes incorrect transaction data and wrong payment. The manager can always be alerted when this behavior occurs, and see the video to verify.

Cashier Open and Void Transaction

The video surveillance system can detect and notify the manager when the cash register is open while no transaction is conducted or the transaction is voided to prevent employees from stealing money.

Discreet Monitoring

Covert Camera
Ceiling Mount Camera

It is hard for cameras on the ceiling to catch the thief's facial characteristics if he/she is looking down or wearing a hat. A covert camera installed at the entrance at the face level can always see the face without being noticed.

OPERATION MANAGEMENT

Run your business smartly to win more revenue

Queue Management

The queue in the store or at the drive-through can be efficiently managed to reduce customer's wait time to create positive customer experiences, or even strategically use the queue to make more profits.

Employee Efficiency

The manager can always be aware if the clerk is not around the cash register when there are customers in the check-out area.

Wrong Change

If a customer is claiming being short changed, the video with transaction data can clarify the dispute.

Employee's Adherence to Guidelines

The manager can observe if the employees do follow the company guidelines to introduce and promote the products, and serve the customers, ensuring consistent service quality. Also, the recorded videos can be the references for new employees to learn from the good and bad examples.

Customer Aid at Self-Service Cashier

Customers often times encounter certain problems when using the self-service cashiers. Displaying tutorials from the monitor beside the cashier can greatly help the customer process the transaction. If the customer stays too long at the cashier or the transaction has taken too much time, the system can detect it and notify the manager to send an employee to help out.

MARKETING MANAGEMENT

Understand your customers to create more sales opportunities

Heat Map of Visitor Traffic Flow

It is important to understand which areas in your store are visited most to design the store layout or place the product items cleverly to generate more interest or create more sales.

Smart Ads Display

Promoting products to your customers by displaying ads from the public monitor according to their profiles such as gender and age can smartly draw their attention and increase the efficiency of your marketing campaigns.

Customer Behavior Analysis

Studying customer behavior is one of the keys to a successful marketing strategy.   Calculate how long the customers have stayed in front of an aisle or product, and match this information with customers' profiles to discover more helpful insights. Additionally, use this data to prevent shoplifting. Long dwell time may also indicate that there is an intention of stealing.
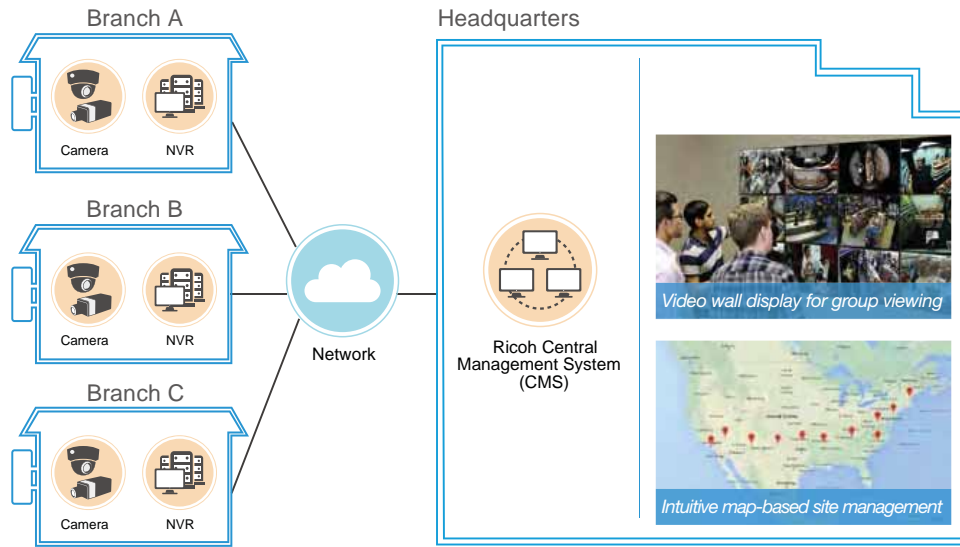
Graphic Report

All the statistics the system has collected can be exported to clear and comprehensive graphic reports, helping you make marketing strategies in a more efficient way.
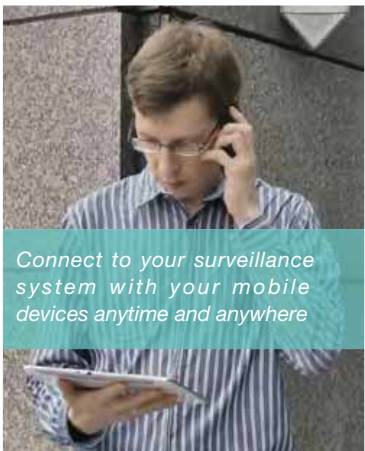
MAP-BASED CENTRAL MANAGEMENT

Conveniently manage all the branches far and wide in a control center

Branch A

Camera   NVR

Branch B

Camera   NVR

Branch C

Camera   NVR

Network

Headquarters

Ricoh Central
Management System
(CMS)

Video wall display for group viewing

Intuitive map-based site management

REMOTE MONITORING FROM MOBILE DEVICE

Watch your store wherever you are

Connect to your surveillance
system with your mobile
devices anytime and anywhere

See Live View   Watch Playback

Control PTZ Cam   Take Snapshots

RICOH UNIFIED SOLUTION

Cameras · NVRs · IVS · CMS · Client Applications

Cameras

- *Up to 10 megapixel resolution*
- *Various camera types for different applications*
- *Clear videos with details in any lighting condition*
- *Surveillance both in daytime and nighttime*
- *Weatherproof, vandal proof and vibration proof*
- *Local storage for recording back-up*

Network Video Recorders (NVR)

- *Up to 200 channels of cameras supported*
- *High definition live view with preferable layouts*
- *Simple and fast search for recorded videos*
- *Recording based on custom schedules or events*
- *Optimal reliability with redundancy system*

Intelligent Video Surveillance (IVS)

- *Smart algorithms to detect and identify various scenarios*
- *Queue management to reduce customer wait time*
- *Precise analytics and reports for better business and management and strategies*

Central Management System (CMS)

- Unlimited cameras and NVRs supported
- Map-based site management
- Single control center to manage and monitor multiple sites
- Video wall display for group viewing

Client Applications

- Media Display Station -

- Allowing the surveillance live monitoring to be displayed through a large TV panel
- Displaying videos or slide shows on signage channels through paired software Digital Signage Station 1
- HDMI output with 1080p resolution
- Easy installation with surface , VESA and pole mounts

- Mobile Client -

- Both iOS and Android supported
- Live monitoring from everywhere with mobile devices
- Access to multiple devices, including cameras, NVRs and CMS servers
- PTZ camera control and snapshot
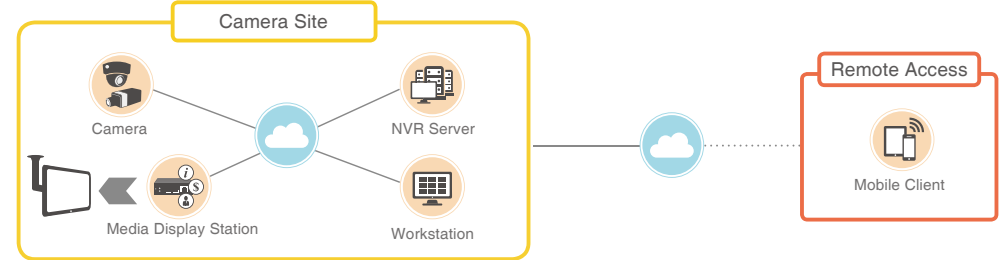
- Workstation -

- Both Windows and MAC OS systems supported
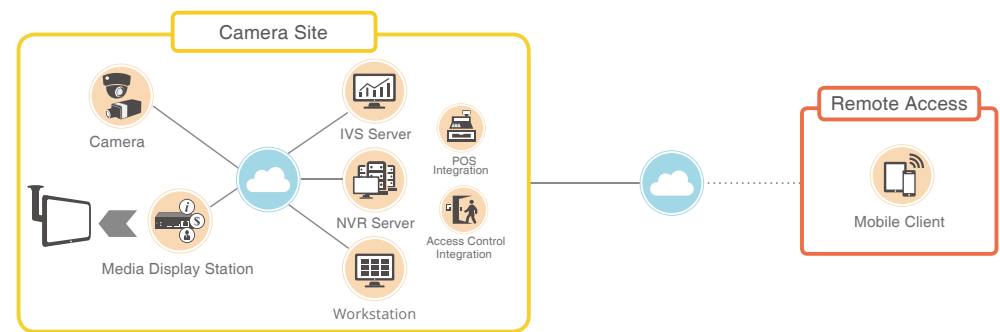- User-friendly interface to configure NVR or CMS servers

- Edge Recorder Client -

- Windows system supported
- Lite version of NVR system based on camera local storage
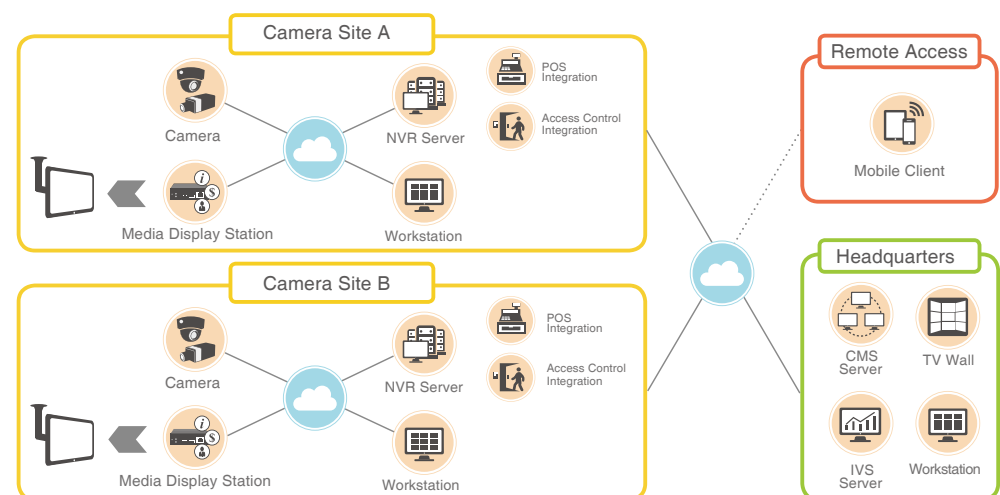- Up to 16 channels of cameras supported

SOLUTION ARCHITECTURES
Satisfy your surveillance needs with flexible solution architectures

Basic Solution

Camera Site

Camera
NVR Server
Media Display Station
Workstation

Remote Access

Mobile Client

Advanced Solution

Camera Site

Camera
IVS Server
POS Integration
NVR Server
Media Display Station
Access Control Integration
Workstation

Remote Access

Mobile Client

Complete Solution

Camera Site A

Camera
POS Integration
NVR Server
Access Control Integration
Media Display Station
Workstation

Camera Site B

Camera
POS Integration
NVR Server
Access Control Integration
Media Display Station
Workstation

Remote Access

Mobile Client

Headquarters

CMS Server
TV Wall
IVS Server
Workstation

RICOH,YOUR BEST PARTNER IN RETAIL BUSINESS

As a fast growing solution provider, Ricoh is dedicated to manufacturing state of the art IP video surveillance technology and providing end-to-end turnkey solutions worldwide. Today, theft prevention is simply a fundamental for video surveillance technology; the real value of video technology is the minimization of shrinkage across all departments in the retail environment. Ricoh's retail solution allows a large number of locations with different data, different profiles and different customer behaviors to be hosted and analyzed on one centralized database. Besides security management, Ricoh's retail solution also helps generate profit and make well informed business decisions.

Secure your store and maximize the revenue with Ricoh now !

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