



Ofisec PRO

Professional solution for visualization and remote control

PRESENTATION

The retail sector faces tough challenges to overcome, including fierce competition, low margins and internal and external losses. Video systems have traditionally been used in the search for security. The **Ofisec PRO** network video solutions, lead these systems to a new level, addressing these challenges through proactive monitoring, increased quality control, which provides superior marketing skills and provides features that are essential from the point of view of business.

ADVANTAGES

- **QUALITY.**
Store image always as brand guidelines on product placement and behavior of staff.
Allows the association of images to fixed positions of cameras or rounds, to improve control quality.
- **EFFICIENCY.**
Strategically placed cameras can be used to record and evaluate the activities of consumers and have an idea of buying behavior. It also allows inventory control, store distribution optimization, control of storefronts, shop space assessment, assignment of personnel to places where required, with immediate response time and the comfort to manage it via Internet, from a single centralized point.
- **ANALYSIS OF OPPORTUNITIES.**
Know the flow of customers by time slots, days, for further analysis against staffing needs, increasing accuracy in decision-making and marketing strategies.
- **CUSTOMER SATISFACTION.**
Network cameras can identify empty shelves and alert staff when they need to be replenished. Also alert you when there are agglomerations at the checkout, to open more cash registers. Help study the employee-customer relationship, allowing the analysis of customer flow, and greater knowledge of their habits.
- **IMPROVED SAFETY AND SECURITY.**
Reduction of losses, less time spent investigating suspicious incidents, reduced liability for claims, labor and civil claims, improved marketing and staff optimization, all to get a quick investment return, in addition to safeguard your property and assets.