MARWIZ

Enhance Retail Operations with Intelligent CCTV Surveillance

SAFETY COMPLIANCE   WORKPLACE COMPLIANCE

HYGIENE COMPLIANCE   SECURITY COMPLIANCE

OVERVIEW

Retailers need to understand customer behavior, improve security, and streamline operations. Marwiz CCTV Software uses video analytics to offer insights into customer journeys, employee performance, and real-time security, helping retailers enhance experiences, reduce theft, and increase efficiency. With features like layout optimization, queue monitoring, and instant alerts, Marwiz supports smarter, safer retail operations.

✅ Key Challenges

- **Limited Customer Insights:** Traditional surveillance systems offer little insight into customer behavior, including time spent on products or in queues, making it difficult to optimize store layouts and improve customer experiences.

- **Security and Theft Detection:** Large retail spaces often experience theft, and manual monitoring can lead to missed detections. Traditional systems are less effective at preventing shoplifting across multiple sites.

- **Inefficient Staff Management:** In large retail premises, managing staff and ensuring attentive customer service can be challenging. Unattended customers can negatively impact satisfaction and the store's reputation.

✅ Marwiz CCTV Surveillance Software

Marwiz Tech Pvt Ltd offers an advanced CCTV surveillance solution compatible with any IP camera, providing a unified platform for live monitoring, alerts, and custom reports. Serving sectors from retail to healthcare, smart cities to corporate offices, Marwiz Tech delivers reliable security, efficient real-time monitoring, and enhanced safety with comprehensive alert and reporting features.

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RETAIL

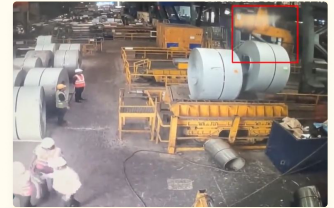## ✅ Safety Compliance

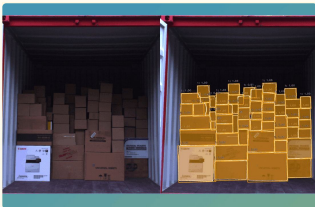**People Counting**

Family Count

Crowd Density Monitoring

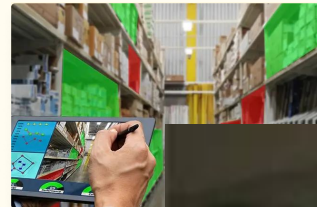**Fire And Hazardous Material Detection**

✅ Workplace Compliance

Staff-Customer Interaction Detection

Dress Code Adherence

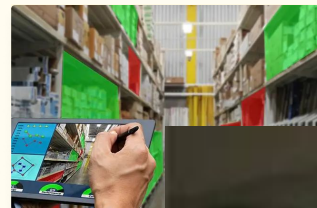**Time & Attendance Monitoring**

Customer Service Evaluation

✅ Hygiene Compliance

Heatmap
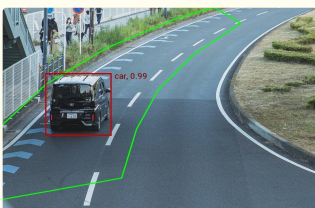

Waste Management Monitoring

Hand Hygiene Detection

Food Safety Compliance

✅ Security Compliance

Shoplifting Detection

Demographic Detection

Theft Incident Alerting:

Vehicle Tracking In Parking Areas

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WHY CHOOSE MARWIZ

Enhanced Customer Experience

Gain actionable insights into customer behavior, allowing you to optimize store layouts and create a better shopping environment that drives sales.

Boosted Security

Detects theft, shoplifting, and unauthorized activity in real-time with advanced video analytics, improving safety and reducing losses.
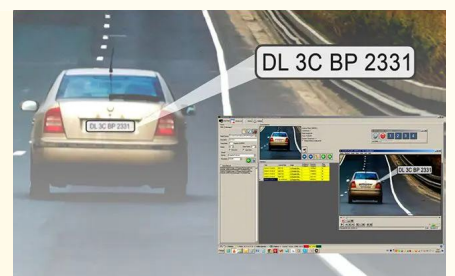

Operational Efficiency

Monitor key operational metrics like queue management and employee performance, ensuring smooth store operations and improved customer satisfaction.

Centralized Control Across Multiple Locations

Easily manage surveillance and operations across multiple stores from a single platform, ensuring consistency and efficiency in your retail network.

Data-Driven Decision Making

Access detailed reports and analytics to make informed business decisions, refine marketing strategies, and align store performance with customer needs, leading to sustained growth and profitability.

KEY FEATURES AND BENEFITS

Customer Behavior Insights

Understand customer journeys, including time spent in specific areas and engagement with products, to optimize store layouts and improve shopping experiences

Real-Time Theft Detection

AI-powered video analytics help detect suspicious behavior and shoplifting, sending real-time alerts for immediate action to minimize losses.

Queue Management

Monitor queue lengths and customer wait times, allowing managers to take proactive steps in improving service speed and customer satisfaction.

Employee Performance Monitoring

Track staff behavior and interactions with customers to ensure excellent service and identify areas for staff improvement.

Multi-Site Surveillance

Monitor and manage all retail locations from a single dashboard, ensuring centralized control and streamlined operations.
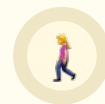
Smart Alerts and Reporting

Receive automated alerts on security threats, operational inefficiencies, or non-compliance with store protocols, improving response times and operational management.

Inventory Management

Track inventory in real-time, ensuring stock levels are optimized, and identifying discrepancies or theft early.

Foot Traffic Analysis

Monitor and analyze foot traffic patterns to optimize product placement, promotions, and store layout, improving customer flow and engagement.

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