Boost Business Success with Hitachi Smart Spaces and Video Intelligence

Improve the Customer Experience and Increase Store Return on Investment
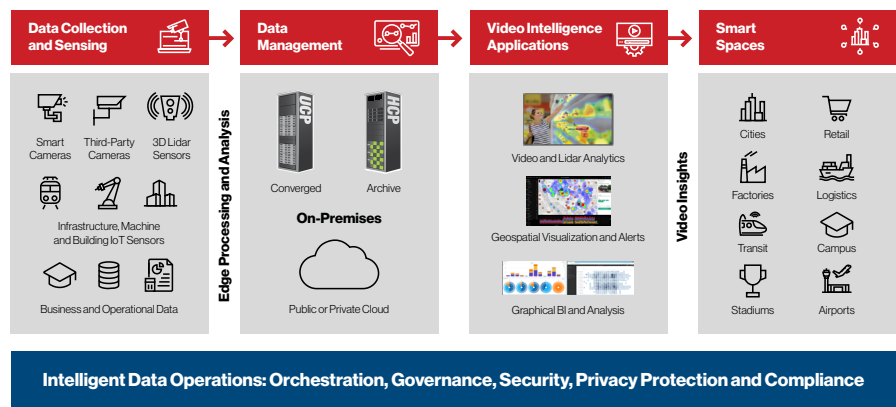
Brick-and-mortar businesses have always played a key role in the vitality of our downtowns, merchant districts and cities. But with competition from online companies and the shifting moods of consumers, retailers and businesses must work smarter to provide the targeted, delightful experiences that will bring customers into their stores and facilities.

The same video systems that retailers and businesses use for security can use internet of things (IoT) capabilities to deliver incredible volumes and types of useful data. This new information offers insights to optimize everything from customer parking to product placement to store location, in order to drive higher foot traffic and sales conversions.

However, this flood of information from disparate systems is more than most companies can effectively manage. What retailers and businesses need is a complete, end-to-end solution that is built upon powerful IoT analytics, to deliver insights into customer behavior, optimized security and streamlined operations.

Enhance Customer Experience While Increasing Security and Safety

Retailers and businesses are adopting intelligent technology to connect disparate systems and stakeholders, to make their companies smarter, safer and more sustainable. By utilizing big data integration and reporting, and integrating video feeds, behavioral data and other sources like social media, Hitachi Smart Spaces and Video Intelligence provides real-time information that retail business managers can act on, along with historical data to support smarter planning.

Hitachi Smart Spaces and Video Intelligence for retail combines IoT devices from Hitachi and third parties, both on-premises and cloud platforms, applications and analytics solutions, to deliver instantaneous information and insights to retailers and businesses.

Intelligent IoT Solution Designed for Smart Retail and Business

Hitachi Smart Spaces and Video Intelligence provides retailers and businesses with an integrated view of customer activity, operations and safety issues, offering the intelligence they need to make faster, more informed safety and marketing decisions. Retail and company administrators gain a location-based, single-pane-of-glass perspective that combines real-time video from cameras, sensors, video analytics, social media and smart devices, with historical analytics and insights.

Hitachi Vantara supports smarter, more efficient retail operations with IoT solutions. To further enhance retail and business intelligence, the solution includes Hitachi Video Analytics, with its policy-driven insights and automated alerts. Other features include people counting, activity analysis, path tracking, queue and wait-time detection, which help retailers improve customer service, operations and security.

Smart Features for Smart Retail and Business

One View for All Video, IoT Data and Intelligence

Hitachi Visualization Suite's geospatial software, Hitachi Video Management Platform, smart edge-capture cameras and sensors are integrated to provide a single-screen, location-based view. This view includes real-time video, incident alerts, face recognition and social media, along with Pentaho store analytics.

Provides a single-screen view to monitor and proactively respond to issues in real time. Supports greater situational awareness and data-driven insights to improve the customer experience and retail operations.

Queue Detection and Activity Analysis

Hitachi Video Analytics detects long waiting lines and alerts operators that new cashier lines and/or sales assistance are needed. Additionally, activity analysis helps retailers understand customer time, footpaths and product interactions, to improve layout, messaging and in-store marketing.

Enables store and business managers to rapidly deploy the resources that minimize wait time and understand customer behavior, to enhance the in-store experience.

People Counting and Operational Intelligence

Hitachi Video Analytics provides directional people and vehicle counts, as well as parking detection to help shopping malls and other businesses understand foot and vehicle patterns, and develop operational insights. Hitachi Visualization Suite unites disparate building data systems into a single view of operations and outages.

Helps retailers to run data-driven operations that increase efficiency, reduce resolution time for incidents and provide a superior customer experience.

Improved Security With Automated Alerts

Hitachi Video Analytics integrates with facial recognition databases. It provides intrusion and object detection, and direction alerts, to ensure that restricted areas are not entered, suspicious objects are neutralized, and left-behind possessions are returned. It also detects dangerous individuals and keeps them away from customers.

Provides enhanced awareness, enabling more efficient and effective security for retailers and businesses. Delivers greater situational awareness, using next-generation technology to maximize accuracy.

Suspicious or Missing Object Detection

Unattended objects like suitcases or backpacks are of concern for retail stores. Hitachi Video Analytics detects static objects left unattended and triggers an alarm if an object is removed or considered dangerous.

Allows officials to monitor all areas of large facilities and react faster and more effectively when suspicious objects are detected. Enables quick return of objects to customers.

Enterprise-Scale Video Management

Hitachi Video Management Software (HVMS) is a secure, elegant video solution that works across platforms to provide an intuitive experience for businesses.

Simplifies retail video system deployment and management with an all-in-one, integrated solution. Built from the ground up for video.

Retailers and businesses face new challenges as customer expectations and behaviors become more complex. In today's connected world, Hitachi Vantara solutions empower managers to increase safety, optimize operations and improve the retail and business experience for everyone through the use of data-driven insights.

- Provides the tools organizations need to leverage data from sensors, IoT data, video, social media and more, to improve operations and customer service.
- Provides insights that can help to solve operational issues, while enhancing customer experience and marketing.
- Delivers real-time insights to react faster to security issues with greater situational awareness and proactive approaches to when and where incidents will occur.

Smart Retail and Smart Business

At Hitachi Vantara, we view retailers and businesses as interactions of society, commerce and technology, that provide the products and solutions that improve people's lives. Hitachi Vantara supports retail and business organizations to achieve three basic goals.

- **Improve quality of life:** Successfully reach and improve the experience of customers, to achieve vibrant, financially and socially sustainable businesses.
- **Increase resiliency:** Enable retail and business to adapt quickly to ever-increasing changes, as we see increasing disruption now and in the future.
- **Operate efficiently:** Optimize wait times, understand customer preferences and utilize technology to reduce costs and help personnel be more effective.

We leverage the capabilities of Hitachi's global business, to provide products and solutions to a variety of industries and improve smart cities across the world.

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Next Steps

Hitachi Vantara is helping retailers and businesses become safer and smarter today. Using the IoT, analytics and other proven technologies, smart cities are driving the security and marketing intelligence that increases efficiency and safety, improving the way people shop and interact with businesses. Ready to learn more about the benefits of Hitachi Smart Spaces and Video Intelligence for your organization?

Hitachi Visualization Suite Datasheet:
Correlate disparate data and video systems geospatially, enabling public safety officials to find the assets they need to assess any situation in real time.
Download

Hitachi Video Analytics Overview:
Transform security cameras into IoT sensors that enable business, operational and security intelligence.
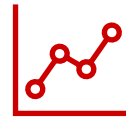**Download**

Hitachi Video Management Platform Solution Profile:
Empower video analytics, security and monitoring with a converged video solution that stores and manages video data with high availability and fault tolerance.
Download

Business Analytics Solution Brief:
Leverage big data integration from various systems and deep analytical insights for smarter business.
Download

ABOUT HITACHI VANTARA

Hitachi Vantara, a wholly-owned subsidiary of Hitachi Ltd., delivers the intelligent data platforms, infrastructure systems, and digital expertise that supports more than 80% of the fortune 100. To learn how Hitachi Vantara turns businesses from data-rich to data-driven through agile digital processes, products, and experiences, visit hitachivantara.com.

Contact Us →

To learn more about Hitachi Smart Spaces and Video Intelligence, visit our website or send us an email. We'd be happy to discuss its benefits for your organization.

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