

# Analogue or Digital



We all know CCTV can help reduce theft, especially when customers know it is there. But the real leap forward in loss prevention technology comes with network video.

As a partner of Axis Communications, MGK Services Ltd can help you move from the analogue world to High Definition Digital solutions.



**AXIS Companion  
Specialist**

## BENEFITS

### Loss prevention

- Reduce theft
- Reduce inventory shrinkage
- Detect suspicious behavior
- Decrease slip-and-fall claims
- Discover employee sweethearting
- Integrate with your POS system
- Analyze and resolve EAS incidents



### Improved safety and security

- Ensure continuous and event-driven video surveillance
- Investigate crime and identify suspects

### Optimized merchandising and operations

- Control stocks
- Optimize store layouts
- Improve signage and displays
- Determine shop space value
- Allocate staff where needed



### Enhanced customer experience

- Study employee/ customer interactions
- Assess customer flow
- Understand customers' buying behaviors



## SECURITY THROUGH TECHNOLOGY

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