

SMARTER OUTCOMES

## HEALTH AND SAFETY USE CASE: PEOPLE COUNTING

### National Retailer Relies on Utility Grade INFRASTRUCTURE to Help Safely Re-Enter the Workplace

When a U.S. retail chain was faced with the 2020 COVID-19 crisis, they had to reevaluate both their health and safety protocols. Due to local and federal mandates, many new measures had to be implemented to protect employees and customers alike. When assessing these practices, as well as determining how they would inhabit buildings moving forward, this retailer relied on Anixter to help develop a layered health and safety strategy.

#### Workforce re-entry and social distancing to meet occupancy guidelines

As an essential business committed to keeping stores open in communities served, this retailer was faced with limiting the number of customers allowed in the store while social distancing. Initially this was accomplished by signage as well as assigning extra associates to all ingress and egress points within the store. This left fewer associates to carry out increased sanitising and restocking tasks on the shop floor. The retailer decided their desired outcome would utilise technology to control and monitor occupancy and assist with social distancing to enable them to reduce staff at the entrances and exits of the store, and redeploy them for deep cleaning duties.

#### Leveraging the potential of Axis and Utility Grade INFRASTRUCTURE

The meaning of workplace security has been redefined, making health, safety and well-being more important than ever. Utilising Axis Network Cameras with Axis Occupancy Estimator offers a cost-efficient way to accurately measure real-time occupancy levels on your premises so you can better understand visitor patterns and how the location is used. This valuable data helps you measure demand, recognise revenue opportunity and enhance service planning. Whether you want to identify visitor trends and peak visitor times or compare performance across different locations, it helps inform decision-making so you can plan operations according to occupancy levels and the required service response. Furthermore, it has helped this customer reduce potential health risks as well as reduce the number of associates needed while automating manual processes with technology.

## SUMMARY

### Customer

U.S. retail chain

### Challenges

- Store closures for sanitisation
- Workforce re-entry
- Limiting occupancy
- Social distancing

### Solutions

- Axis Network Cameras
- AXIS Occupancy Estimator
- UTG20 Cable infrastructure

### Results

- Improved overall health and safety
- Visibility of occupancy data
- Improved operational planning
- Enhanced space utilisation
- Optimised HVAC systems usage

UTG MEETS AND EXCEEDS THE STANDARDS

**85%**  
LONGER REACH  
WITH AXIS WHILE DEFINING  
GUARANTEED RESULTS

# UTG PROOF OF CONCEPT TESTING

## The Utility Grade Solution

Anixter's Infrastructure Solutions Lab<sup>SM</sup> and UTG Convergence Partner, Axis Communications, have developed proof of concept testing for converged system interoperability. This includes UTG-rated cable infrastructure, Axis Network Cameras and edge analytics to deliver a people counting solution with health and safety benefits. For a full list of UTG interoperable Axis Network Cameras, please refer to the Axis Supplier Solutions Brief at [anixter.com/emea/UTG](http://anixter.com/emea/UTG).

## UTG CONVERGENCE ZONE BUILDING-EDGE CONNECTED-CEILING



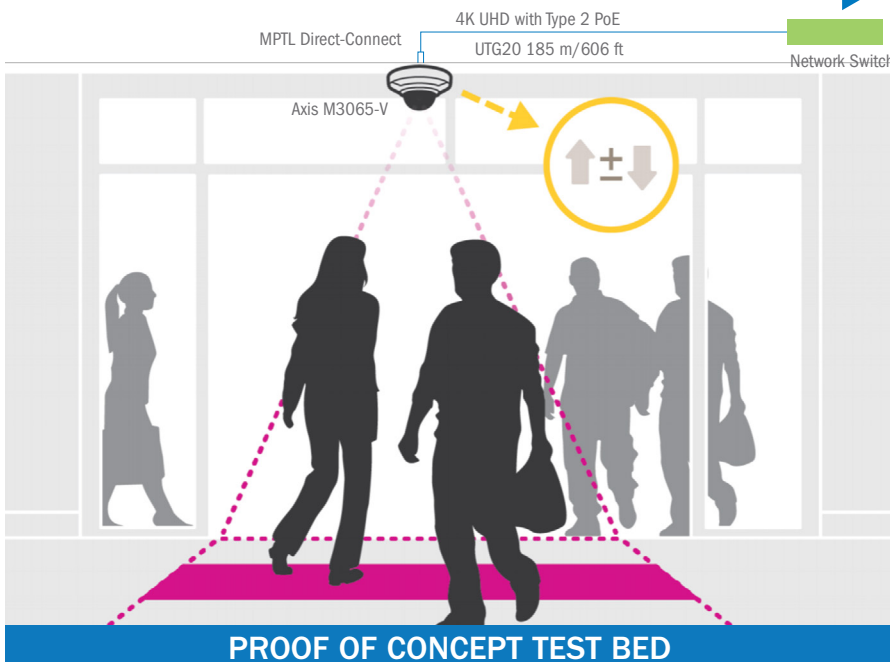
## UTG DIFFERENCE

- 4K UHD with Type 2 PoE 30 watt at 185 m/606 ft.
- 85% longer reach over standards
- Accurate real-time occupancy levels with AXIS Occupancy Estimator
- Native IoT support with MQTT transmission protocol
- Cybersecure with AXIS Device Manager
- Full colour video in near darkness with Axis Lightfinder technology
- Lower bandwidth and storage requirements with Axis Zipstream technology
- Guaranteed performance and interoperability
- Maximise your infrastructure investment (ROI)

### BUILDING-EDGE

### CONNECTED-CEILING

### Extended reach with Axis Network Camera over UTG20



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