

SiS Distribution (Thailand) improves accountability and reduces theft with Axis' IP surveillance solutions.

SiS Distribution (Thailand) adopts Axis' IP surveillance solutions.



Organization:
SiS Distribution
(Thailand) Public Co., Ltd.

Location:
Thailand

Industry segment:
IT industry

Application:
Anti-theft surveillance,
warehouse surveillance

Mission

SiS Distribution (Thailand) Public Co., Ltd. is Thailand's leading IT reseller and distributor, representing more than 60 manufacturers of computer systems, software, peripherals, networking and smart phone products. When the company built a new warehouse, one of the company's key objectives was to enhance physical security systems to guard against theft and other losses.

After researching and comparing CCTV options, SiS Distribution decided to implement an IP-based surveillance network. The cameras were installed to track the unloading, storage and loading of stock to help operations by documenting any errors and to guard against theft. The cameras record high-definition video footage of the entire warehouse storage area as well as the dispatch and loading areas. The video data is stored for six months and can be used as evidence for dispute resolution.

Solution

SiS Distribution (Thailand) selected:

- > 130 AXIS M1054 HDTV-quality IP cameras for indoor surveillance that feature resolutions of up to 1 megapixel and have intruder alarm capabilities
- > 15 AXIS P1344 fixed day and night IP cameras, also with HDTV video quality
- > 143 AXIS M11 Series which includes both indoor and outdoor-ready fixed cameras that support digital, pan, tilt and zoom

All the models support multiple H.264 video streams and the data collected is managed by NVR software that automates the ability to search video data for activity or changes in a given area of the warehouse.

"Accountability was always a key issue in our business and since the cameras were installed in the warehouse we have seen a dramatic drop in the number of goods that are damaged and customer disputes are promptly resolved without any ambiguity. The volume of theft incidents has almost been eradicated and where there has been an incident, we now have the evidence that can lead to the offender being identified. This kind of peace of mind is invaluable."

Somchai Sittichaisrichart, SiS Distribution's managing director.

Result

SiS Distribution's managing director Somchai Sittichaisrichart said: "IP network cameras have an obvious application in warehouses, especially in an industry such as ours where we are responsible for expensive and fragile equipment. One of the most frustrating aspects of managing a warehouse occurs when stock disappears or is damaged. Without a reliable surveillance system, the responsibility for any damaged or missing products can be hard to place – and there is less incentive for staff to do the right thing."

Since deploying Axis IP network cameras the company has virtually eliminated theft and, when there was a need to involve law enforcement, arrests have been made based on the stored video evidence. In addition, SiS can now resolve disputes with both suppliers and customers amicably, and in a fraction of the time it used to take due to the high quality and availability of recorded footage. If SiS Distribution's customers claim that goods have been damaged, the company reviews the stored video files. The company can then share the footage with its customers to demonstrate that the products were handled in a professional manner.

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Axis – An informed decision

Apart from the obvious benefits of having a top-of-the-line surveillance system, the installation of the Axis network has freed up much needed time for SiS's managers, whose time is better spent on client service rather than settling damage disputes. Sittichaisrichart commented: "Looking back, it's hard to imagine how we coped before. Prior to deploying Axis' IP Network cameras, whenever a dispute arose the administration of our business would grind to a halt."

"I'm sure it is no surprise that dispute resolution is a laborious non rewarding task and usually boils down to a case of one man's word against another. Investing in a quality IP system was a great business decision, not only have we reduced the amount of revenue lost to associated damage costs and internal theft, but we have also future proofed our surveillance system to expand and evolve with technological advancements and our business needs" said Sittichaisrichart.

Sittichaisrichart highlighted several key benefits of Axis cameras: "Axis network cameras were so easy to install across our LAN that our IT department managed the process under the supervision of a network engineer ensuring quality of service priorities for the video traffic. I was impressed with the highly-efficient H.264 video compression used and how Axis' use of open standards enabled us to deploy a third-party NVR (network video recorder) software solution to analyse video data and automatically track any movement of stock within the warehouse."

Axis IP cameras help in many ways

Sittichaisrichart summed up the improvements made as a result of the Axis surveillance network by saying, "It is now extremely rare for stock to go missing, before we encountered constant issues with stock disappearing, dispatch errors and customer complaints about damaged goods. Our entire business has been streamlined as a result of the reliability and versatility of Axis cameras."

