

## Background

*The Grape Group* is Queensland's number one liquor retailer, specialising in fine wine and beverages. With over 30 locations scattered across the Brisbane metropolitan area, *The Grape* prides itself on its wide variety and commitment to quality in range, staff and education.

The company had adopted Uecomm's Ethernet VLAN service in 2001 as the foundation for its Wide Area Network (WAN) traffic. Ethernet VLAN delivered speed and quality to the metropolitan stores who were previously using 56K dial up modems. In addition the Ethernet network provided the ability to manage the centralisation of the company's point of sale system and EFTPOS transactions.

*The Grape Group* was experiencing an increasing need to intensify its security surveillance system to reduce costs incurred from theft. The company was looking for a surveillance solution that gave them new levels of control and flexibility for their store security, whilst still allowing them to focus on doing what they do best - providing specialist beverage and wine advice to their customers.

*The Grape's* key requirements were to reduce external (customer) and internal (employee) theft, and match point of sale journals with inventory stocks.



### Customer Profile

### Customer: The Grape Group

### Partner: Axis Communications

### Digital (IP) Surveillance Solution

## Solution

To maximise its return on investment, *The Grape* chose to implement an IP-based security system over its existing Uecomm Ethernet VLAN.

Almost 80 Axis Communications IP cameras were installed across the 30 store locations, streaming real-time video surveillance across the Uecomm network to *The Grape Group* head office in Fortitude Valley, where all locations could be monitored centrally.

Axis IP cameras were selected for the solution due to their superior and consistent visual quality (independent of network user traffic), as well as their ability to integrate with the company's existing infrastructure. In addition, Axis provided a secure web interface for the company to log onto the network with protected user IDs and passwords.

"IP surveillance systems provide real-time feed via movement activation, unlike traditional analogue systems, which provide no vision. This gives companies 24 x 7 visibility of all activity at their locations," said Wai King Wong, Australian and New Zealand Sales Manager, Axis Communications.

"Together with Uecomm's high-speed broadband connection, we're able to provide *The Grape Group* with real time visibility of the activity across all its stores."

## Solution Overview

### Company

The Grape Group

### Customer Profile

Queensland's No 1 liquor retailer

### Business Situation

To improve their in-store surveillance system, *The Grape Group* needed a broadband solution that could support its corporate applications and systems to remote sites

### Benefits

- 24 x 7 in-store surveillance led to reduced employee and customer theft
- Allowed The Grape to match point of sale journals with inventory stocks

### Region

Brisbane, Queensland



## Result

This solution enabled *The Grape* to address both external and internal theft problems effectively and efficiently. The deployment also eliminated the need to staff skilled IT employees at each location to manage the stores' individual security systems. This resulted in significant savings for the company.

"*The Grape* stores are staffed by enthusiastic and knowledgeable wine people, not technology specialists." said Ivan Brebner, IT Manager, *The Grape Group*. "This is why having the surveillance system is so important to us, as the system is easy-to-use and lets our staff easily monitor store activity without having to be IT experts."

Adoption of a digital surveillance solution gave *The Grape Group* more flexibility and control over its security monitoring. Programming one camera at each location to record remotely, whilst keeping the remaining camera/s operating at a store level, gave ownership to individual stores. All this meant that *The Grape's* head office could have greater peace of mind from the ability to centrally monitor each store.

"Deploying a combination of locally managed and centrally managed cameras meant that when thieves did break into a store and turn off the VCR, we could still watch them remotely from Head Office without their knowledge." said Brebner.

"We experience the highest rate of theft when staff are occupied at the point-of-sale terminal. Our digital surveillance solution enables staff to watch potential thieves on the screen of their point-of-sale device, without the thief's knowledge." he added.

To further increase the ability to identify perpetrators, the company had the flexibility to increase the frame-per-second throughput of their cameras at night, resulting in even clearer images.

The digital surveillance system has also increased *The Grape's* inventory management effectiveness by matching video footage at the time of sale, with their point of sale journals.

"Since we installed the system, we've noticed a reduction in lost stock and have recorded annual savings of over \$250,000," said Brebner. "This is a great relief for us and the savings go straight to the bottom line."

The solution is the first of its kind in Queensland and provides a unique set of benefits that were not attainable with the company's previous analogue security system including real-time monitoring, consistently high image quality, remote flexible zoom and camera tilt. It also gave *The Grape* the option to activate automated SMS or email messages via alarm triggers.

"Axis Communications' surveillance solution and Uecomm's high-speed broadband connection combined has proven to be a powerful security tool for us," said Brebner. This has been one of the most valuable investments we've made in the business to date."

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IT Manager  
The Grape Group



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