

Diamond jewelry chain stores improve security with Axis network cameras.

Shenzhen Baili Jewelry Co integrates network video with POS system for full in-store surveillance.



Organization:
Diamond Jewelry,
Shenzhen Baili Jewelry Co.

Location:
Guangdong, China

Industry segment:
Retail

Application:
Wireless real-time
IP-Surveillance solution
for chain stores

Axis partner:
Jiana Communications
Technology Co. Ltd.

Mission

Diamond Jewelry sells all kinds of diamond jewelry, including rings, necklaces, bracelets and earrings. With stable source support from many diamond providers, Diamond Jewelry has long been committed to trading high-quality diamonds certified by international organizations. The company has many chain store locations in China and is expanding fast. Ambitious expansion plans combined with the high value of goods in stores called for an efficient and reliable video surveillance system that could be integrated with the stores' POS system, and managed from any location. The company was looking for a video surveillance solution to ensure protection of the valuable goods and facilitate management of in-store transactions.

Solution

The company adopted an Axis network video solution because of the distributed network video surveillance possibilities, ensuring real-time surveillance of the widespread stores can be conducted remotely.

Diamond's branch Baili Jewelry, with 30 chain stores in Guangdong, equipped each store with 4 to 8 AXIS 207 Network Cameras. The cameras were chosen for their small form factor – blending well with store design, and for their ability to transmit high-quality video using low bandwidth.

The network video solution in place at each store has been integrated with the POS system to trace sales transactions. Images of incidents can be saved and later used as evidence for future reference. Whether a problem arises from employees or from customers, determining the cause of the incident is easy by analyzing the POS data together with video evidence. Any authorized person can also quickly and easily search and identify the video sequence with abnormal trading based on each sale ticket's sequence number.

"The AXIS 207 is compact and elegant, and blends very well with our store design, and it can be quickly installed without disrupting store operation. Now I can view operations of any store from anywhere. And the price is reasonable. It was a perfect choice for our store chain."

GM Zhang, Diamond Operation Dept..

This system is fully based on the company's distributed network infrastructure. It provides powerful management of the camera network, so that authorized users can identify which camera belongs to which store in which district using such information as the number and IP address of each camera. They can access any store's network cameras via the Internet. Video is stored on standard IT servers, facilitating the access and search for specific video sequences.

Result

The network video surveillance solution has proved very convenient, from the installation to operation and maintenance of the system, and has ensured high return on investment by using the existing infrastructure, especially for storage.

Efficient surveillance of stores is now ensured, and has considerably contributed to improve the sense of security of staff in the jewelry stores. Store surveillance can be conducted remotely, which has allowed management to unify and centralize the surveillance and management of the different branches. They can now easily access and view any store's surveillance video from anywhere, thus improving management efficiency and lowering travel expenses.

