

## Security in floral paradise.

Axis network cameras increase security at all branches of Austria's Blumen B&B.



Organization:  
Blumenfachhändler B&B

Location:  
Vienna, Austria

Industry segment:  
Retail

Application:  
POS system including  
video surveillance

Axis partner:  
MB EDV

### Mission

Flowers upon flowers – but not everything is rosy in the beautiful world of the specialist flower shop. With their long opening hours, the shops are a tempting target for raiders hoping to get a quick grab at the till. When Blumen B&B was recently replacing its old cash registers with a new POS system, security was clearly a critical factor. Blumen B&B's unmonitored branches had enough experience in the past with break-ins, hold-ups and counterfeit fraud.

### Solution

Martin Beofsich from data processing specialists MB EDV installed the new POS system with integrated video surveillance. With Axis network cameras, the head office has one-click access to images from the branches and can review any irregularities using digital recordings. Blumen B&B achieved this by installing an AXIS 213 PTZ Network Camera close to the POS system in all 20 branches, as well as additional cameras in the central warehouse in Guntramsdorf, the wholesale business in

Linz and the purchasing department in The Netherlands. The associated AXIS Camera Station video management software solution is used at head office for recording. This software also integrates existing analog cameras by means of the AXIS 2400 Video Server.

### Result

The cameras increase security 24 hours a day. At night, a motion detection system operates and when triggered, sends a silent alarm by e-mail and SMS. During the day, video data is stored within the POS system with every POS transaction and automatically linked to the relevant receipt number. The data is stored at head office and can be searched according to various criteria such as receipt number, amount or employee. The solution has clearly demonstrated its value in day-to-day use, especially in regards to security. The most spectacular example of this was a serial burglar who was proven to have committed several break-ins at different branches, thanks to the evidence from the surveillance videos.

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Martin Beofsich, General Manager MB EDV.

Martin Beofsich from data processing specialists MB EDV installed the new POS system with integrated video surveillance. "Flower shops often have very poor security," he explained. "However, they have long opening hours, often from 6 a.m. to 8 p.m., which means they often have change in the till even at night – a combination which has an almost magical attraction for petty criminals." The management of Blumen B&B wanted to improve this situation and generally get a better overview of branch activities.

### Secure monitoring of all branches

Axis network cameras now make two things possible: The head office has one-click access to images from the branches and can review any irregularities using digital recordings. "It's important that the cameras can be panned and zoomed via remote control," said Martin Beofsich. "This feature of Axis PTZ cameras offers the head office the desired glimpse of activities in the branches."

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### Experience from practice

The head office values the ability to directly monitor all branches very highly indeed. Without the hassle of phoning branch managers, head office can conveniently check which goods are in the wholesale warehouse in Linz or get a bird's eye view of what's happening in the branches. This simplifies everyday processes and reduces the need to visit the branches.

Rather by chance, Blumen B&B and MB EDV discovered that the system also simplifies the helpdesk process for the POS system. In the event of problems, the helpdesk can access images and can not only help employees by telephone but also directly observe what they are doing. "The helpdesk link wasn't initially planned," explained Martin Beofsich of MB EDV. "However, we've gained some really good experience with it."



"In the future, we plan to link the camera system to our website. As it is, the video images naturally show masses of flowers, which look very attractive. This material could be integrated relatively easily into the website and would give customers an interesting view of the selection currently on offer," said Martin Beofsich, General Manager MB EDV.

