The Colruyt brand chooses Axis video management system for protecting its stores.

Colruyt is a Belgian supermarket chain with more than 90 stores in France, mostly in the country's greater northeastern quarter.

Organization:
Colruyt

Location:
Rochefort-sur-Nenon, France

Industry segment:
Retail

Application:
Safety and security, access control

Mission

In 2010, the video protection system for the group's 50 stores had an analog management system, which meant a lot of cables and some issues with the recorders. So, Colruyt's main objective was to develop its system by integrating new IP-based technologies and deploying a new IP system in future stores and in those undergoing renovation. They wanted video surveillance that was more effective, better optimized and simple to use.

Solution

With the first store in Belgium doing a pilot with Axis Communications, the French teams looked further into the Axis brand. They discovered AXIS Camera Station video surveillance management software and decided to test it — it was a success.

Easy to install, configure and use, this solution conformed to Colruyt's specifications. It also involves durable products that limit risk and provide long-term peace of mind.

Result

Coupled with AXIS Q3515-LVE and AXIS M3115-LVE Network Cameras, the video management software offers an optimally effective surveillance system. It allows upstream reduction in installation and configuration time and offers an intuitive interface for managing the whole system from one place. This minimizes reaction time when there is an incident in the supermarkets, and security is improved for the customers, with fast export of evidence in high definition.

AXIS COMMUNICATIONS

"For the past 10 years, we have had an excellent relationship with Axis Communications, based on trust and proximity. We're informed of innovations ahead of time, so we get to test everything new. We also share their values, particularly their commitment to the environment in offering products that are both sophisticated and sustainable."

Thibault Feuvrier, manager of low-current engineering consultancy.

AXIS Camera Station: simple, intuitive, powerful and evolving

AXIS Camera Station is surveillance video management software for minimizing incident reaction time. Its intuitive interface allows the operator to manage the whole system and quickly export evidence in high definition. With AXIS Camera Station, it is easy to add functionalities like networked speakers to communicate with personnel and discourage intruders, networked door stations for audiovisual identification and remote access control, video analysis tools to improve the operator's efficiency, and radar for monitoring intrusions.
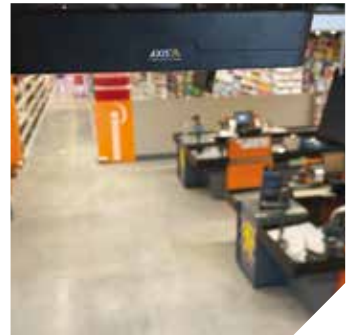

Colruyt plans to go farther with Axis Communications

Several developments are currently in the works to optimize security at Colruyt stores, including those for customers and personnel:

> AXIS Camera Station Secure Entry access control solution coupled with AXIS A1601 Network Door Controllers
> AXIS Perimeter Defender to protect the new distribution center by monitoring intrusions or suspect behavior with an AXIS Q1941-E Thermal Network Camera
> Occupancy estimation, a headcount functionality in AXIS P8815-2 3D People Counter, to respond to current sanitary restrictions and to better manage flow.

In partnering with Axis Communications, Colruyt could also go all the way, using cameras for retail marketing data analysis: Which aisles get the most and the least traffic? What are the peak hours? Managing lines with AXIS Queue Monitor, etc.

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