Virtual eyes improve customer experience at Douglas Village.

IP-Surveillance system enables Irish shopping center to improve the quality of its services to shoppers and tenants.

Organization:
Douglas Village
Shopping Centre

Location: Cork, Ireland

Industry segment:
Retail

Application:
Security and surveil-
lance, merchandising
and operations

Axis partners:
Masterclass Security,
RPC Consultants,
Milestone Systems

Mission

The complete renovation of one of Cork's largest shopping centers gave Douglas Village the perfect opportunity to reconsider its surveillance requirement. It wanted a system that could assist with the day-to-day management of the busy shopping center and to ensure health and safety levels were maintained at all times. The management team's ultimate priority was to provide a safe and secure environment for its tenants and customers and a new surveillance system would certainly enable this.

Solution

Douglas Village's owners, Shipton Group, consulted with Axis' partners Masterclass Security and RPC Consultants to design and install a new IP-based surveillance system which in addition to being used for security purposes could be used to help with the daily management of the shopping center. Masterclass Security turned to Axis Communications to provide 180 cameras both internally and externally which include AXIS 233D, AXIS 216FD and AXIS 216MFD Network Cameras.

Milestone XProtect Enterprise 5.6F video management system is used to manage, store, record and view footage from the cameras.

Result

One of the IP-based surveillance system's first purposes was to oversee the building work during the center's refurbishment. The cameras were used to ensure that the building contractors complied with health and safety regulations and to manage the flow of vehicles in and out of the site. With the refurbishment complete, the system now supports the day-to-day running of the site e.g. managing traffic flow as visitors arrive and keeps watch on the emergency exits to ensure they are kept clear at all times.

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"Axis' network cameras were the best we could find and completely met our needs in terms of images quality, openness and flexibility. They are also incredibly easy to deploy in any location and integrate with Milestone XProtect Enterprise."

Richard Cronin, director, RPC Consultants.

Virtual eyes improve customer experience at Douglas Village

Douglas Village Shopping Centre is situated in the heart of Douglas, in Cork, Ireland. Following extensive renovation it has grown in size from 90,000 to 230,000 square feet. It is now Cork's largest shopping destination and boasts 113 shops, 2,000 car spaces, a multiscreen cinema complex and a large variety of pubs and restaurants.

The center's refurbishment offered its owners the ideal opportunity to review their surveillance requirements. The management company wanted a system that could tackle a number of issues beyond what its existing CCTV security system was capable of, with its main priority being to provide a safe and secure environment for tenants and customers.

Management tool

Douglas Village's owners, Shipton Group consulted with Axis' partners Masterclass Security and RPC Consultants to design and install a new IP-based surveillance system which could be used to help with the day-to-day management of the shopping center as well as to provide security and surveillance. The system's equipment was sourced from Anixter distribution.

Masterclass Security turned to trusted partner Axis Communications to provide the cameras covering the corridors, emergency exits, public areas and car park. Milestone XProtect Enterprise 5.6F video management system is used to manage, store, record and view footage from the cameras. The new IP-based surveillance system was deployed in stages and during the center's refurbishment phase was used to help ensure that the building contractors complied with health and safety regulations and to manage the flow of vehicles in and out of the site. As work on the refurbishment came to a close, roll-out of the IP-based surveillance system was completed with a total of 180 Axis cameras rolled out across the site. AXIS 216FD Network Cameras were deployed internally and externally and AXIS 216MFD, AXIS 233D PTZ and AXIS 216FD Network Cameras were installed specifically to monitor the car parking areas.

Richard Cronin, director, RPC Consultants said, "Axis network cameras were the best we could find and completely met our needs in terms of image quality, openness and flexibility. They are also incredibly easy to deploy in any location and integrate with Milestone XProtect Enterprise."

Virtual eyes

The IP-based surveillance system now performs a number of functions such as helping to manage traffic flow as visitors arrive at Douglas Village and assist with day-to-day operations, e.g. keeping an eye on the loading bays and ensuring that emergency exits are kept clear and public areas are clean and tidy.

The openness of the Axis cameras combined with Milestone's open platform architecture has allowed Douglas Village to take advantage of a range of other solutions which enable better management of the center. For example, it has installed an AVD People Counting analytics solution on the AXIS 209FD Network Cameras at the center's entrances which give accurate footfall analysis, a key metric used by the retail industry. The system is also connected to the center's access control and intercoms and the car park's sophisticated, color-coded parking system. All elements of the surveillance system feed into the command center, located adjacent to the car park monitors and give the center's management team a complete overview and total control.

"It's like having virtual eyes! It's about time management and getting the most out of your staff," said Bartosz Mieszala, center manager, Douglas Village. "If we didn't have CCTV, we would have to spend most of the day walking around the site and still wouldn't see everything."

"We want our customers to come in and have an enjoyable shopping experience. That means getting in with no issues, finding a car parking space, picking up a shopping trolley and enjoying their visit in a safe, friendly and clean environment," concludes Mieszala.

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