

Queensland's No. 1 liquor retailer decreases loss and increases efficiency.

How The Grape Group's improved 24x7 in-store surveillance led to reduced employee and customer theft, matching inventory stocks and best customer care.



Organization:
The Grape Group

Location:
Queensland, Australia

Market segment:
Retail

Application:
In-store surveillance

Mission

The Grape Group, Queensland's number one wine and liquor retailer, was experiencing an increasing need to intensify its security surveillance system to reduce costs incurred from external and internal 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.

Solution

The Grape Group chose to implement an IP-based security system over its existing Uecom Ethernet VLAN. Almost 80 Axis network cameras were installed across the 30 store locations, streaming real-time video surveillance across the Uecom network to The Grape Group head office in Fortitude Valley, where all locations could be monitored centrally. In addition, Axis provided a secure web interface for the company to log onto the network with protected user IDs and passwords.

Result

Since The Grape Group installed the system, there has been a reduction in lost stock and the company has recorded annual savings of over \$250,000.

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

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

Ivan Brebner, IT Manager, The Grape Group.

A solution focused on ease of use – and results

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.

"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."

All this meant that The Grape Group'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 the staff is 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.

Decreased loss – increased efficiency

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."

Better customer care

With surveillance matters taken care of, the staff has been able to better serve the needs of the customers.

Increased performance

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 analog security system including real-time monitoring, consistently high image quality, remote flexible zoom and camera tilt. It also gave The Grape Group the option to activate automated SMS or email messages via alarm triggers.

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