

Hugo Boss chooses Axis for shop security.

Axis network cameras ensure the security of the premises and allow remote monitoring of shop layout.



Organization:
Hugo Boss

Location:
Paris, France

Industry segment:
Retail

Application:
Security of premises,
remote monitoring and
remote maintenance

Mission

In November 2004, the ready-to-wear clothing brand Hugo Boss set up shop at 115, Avenue des Champs-Élysées in Paris. In a recently renovated seventies building, the brand occupies a surface area of 2,000 m² over two floors.

The manager of the French subsidiary of Hugo Boss, Gerhard Loesch, had to guarantee the security of the whole shop while being able to access the images transmitted by the surveillance system in real time, in complete safety, and from anywhere in the world.

Solution

In consultation with its IT department, Gerhard Loesch chose Axis Communications, the market leader in network video. The Hugo Boss management selected Axis network cameras because they offer direct access to images from the local network (from 20 workstations

installed within the building) and from the private Hugo Boss network (secure access to the images via all worldwide subsidiaries of the brand). It therefore had AXIS 211 Network Cameras installed.

Result

The use of Axis network cameras achieved three objectives:

- > Security of staff and premises
- > Remote monitoring of shop layout
- > Remote maintenance

"What appealed to us was the ability to access the images transmitted by the 24 AXIS 211 Network Cameras installed over the 3 floors of the shop in real time, in complete safety, and from anywhere in the world."

Dominique Gazel, IT Manager for Hugo Boss boutiques worldwide.

Security of staff and premises

Placed above the payment terminals, Axis network cameras have a deterrent effect. They are equipped with a motion detector to combat intrusions and are also fitted with a zone selector. All images can be transmitted to the remote monitoring company in the event that intrusion is detected (confirmation function).

Remote monitoring of shop layout

Authorized Hugo Boss staff can monitor and supervise shop layout without having to be physically present on site. For layout managers, this guarantees that items are displayed on the shelves in exactly the same manner throughout all company's stores. By using Axis cameras, it is possible to take a visual tour of the different shops in just a few minutes. The time saved over standard monitoring techniques is considerable. The results are immediately evident.

Due to their excellent quality, images transmitted by the Axis network camera can also be accessed from cell phones or WiFi pocket PCs, where they are used as part of sales demonstrations.

Remote maintenance

The IT department is able to remotely troubleshoot problems associated with the equipment (printers, workstations etc.) installed within the shop.

At a glance, the remote technician can determine the cause of the malfunction and, where necessary, guide the user to help him resolve the problem encountered. This type of system avoids the systematic call-out of a technician. Savings are considerable and the availability of information systems and technical staff is significant.

Easy and rapid deployment

The installation of all cameras is extremely quick and takes place in just a day. Once they are connected to the network and their address has been defined, the

Axis network cameras are immediately accessible and operational. Use of power supply via an Ethernet link avoids having to employ an electrician to install the electrical plugs at height or using raceways to feed the supply cables to available plugs.

The IT Department chose the AXIS 211 Network Camera for various reasons:

- > This camera is particularly suitable for video surveillance and remote viewing applications, both internally and externally.
- > It features a variable-focus, auto-iris lens for remote viewing from 5 to 25 meters. So the same lens can cover quite wide surveillance zones in the shop, or the camera can be pointed to a sensitive zone requiring a permanent close-up view.
- > It is equipped with an active PoE (Power over Ethernet) splitter, which allows the camera to be powered via the network, without needing to use electric power cables, which require additional work. Installation costs are therefore reduced, and connection is limited solely to the Ethernet network cable that conveys the images, commands and supply at the same time. The inverters protecting the IT installation ensure the video surveillance system is protected against any risk of electrical fault.
- > Its ultra user-friendly software interface offers a multitude of functions, such as the options of taking photos and programming motion detection.
- > Its design fits perfectly with the decor of this top-of-the-range shop, while offering a visual deterrent.
- > It is based on an open architecture that allows future adaptation for a particular use. The expansion kit (offered free of charge on the Axis site) provides the essential key, not offered by all manufacturers, to develop specific applications. Thus, modules have been developed to allow access to the cameras from mobile communication systems (PDA, GSM, Tablet-PC, etc.) and ensure maximum mobility for users.



HUGO BOSS