

Lacoste stores.

From a video surveillance system to a tool offering complete support for the management of retail stores.



Organization:
Lacoste / Basi S.A.

Location:
Spain

Industry segment:
Retail

Application:
Video surveillance and
store management

Axis partner:
Instel

Mission

Basi S.A. is a Barcelona company dedicated to designing, manufacturing and selling textile products and accessories. It operates a network of 131 stores, consisting of both its own stores and franchises. Basi S.A. is also the exclusive licensee of the French company Lacoste for the manufacturing and sale of its clothing products, footwear and belts throughout Spain.

The starting point for the installation of this video surveillance system was the search for a solution that would allow the company to control and reduce the volume of losses and thefts of products occurring in its stores. Starting from the system installation, Basi set out down an evolutionary path in which it accumulated experience while at the same time expanding the possibilities and applications of its system. The initial concept, then, was simply to install a video surveillance system for the security of its own facilities.

As a first step, the management contacted a manufacturer of analog cameras and installed a pilot system. After a brief period of use, the results were evaluated, and it was apparent that certain elements of the installation failed to meet requirements. The IT department of Basi S.A. suggested an alternative video surveillance system based on IP technology, and contacted its usual communications integrator, INSTEL, which suggested an Axis network video solution.

The IP video option not only offered big advantages in terms of image quality, ease of installation and compatibility, it also permitted an expansion of the usage options of the video images, as well as the expansion of this information to other departments within the company.

"The response of the Basi S.A. staff to this system is very positive, and the demand for access to these cameras is increasing day by day. At the moment, we cannot provide access to all departments requesting it, but we hope to be able to do so in the future with the arrival of cameras equipped with H.264 video compression technology. Our aim is to install the system throughout the entire chain of stores, always taking into account the particular concerns of each store."

Josep Sánchez, Systems Manager of S.A.

Solution

The company Instel, which specializes in network infrastructure and telecommunications systems, set up a pilot installation with Axis network cameras in the Lacoste store located on Gran Vía in Madrid, according to the requirements of the IT department of Basi S.A. This experiment soon revealed interesting conclusions.

First of all, it was confirmed that the system was able to function based on the existing intranet infrastructure in the stores. This network is connected to the central offices of Basi S.A. The ability to reuse this network infrastructure represented significant savings in installation costs. Also, by using a single network, it is possible to add and remove cameras individually and configure the system according to changing needs.

Transmission speed and image quality were also considered superior to the analog system. The ability to identify suspicious activity allows security personnel to anticipate potential thefts or other compromising situations.

Once the pilot installation was completed and its suitability tested, it was then replicated in seven additional stores. Not all of the store premises are the same, so at the time of installing the video surveillance system, its design was adapted to the architecture of each store. The design formula involved prior evaluation studies of the risk factors in each store and a financial quantification of the installation costs.

After these analyzes, it was confirmed that the typical system should consist of between nine and 16 AXIS 216FD Network Cameras, as well as one AXIS 215 PTZ Network Camera per store. A video recording solution was also incorporated into each establishment. The resulting recordings are always available for viewing from the control center at the central offices of Basi. In addition, people-counting software was installed to permit the measurement of the flow of customers visiting each store, among other functionalities.

Result

One of the positive surprises that the IP network experiment revealed to the IT department of Basi S.A. was its multi-functionality. Little by little, the system began to exceed its original purpose as a surveillance tool, and eventually became a true management support tool for the stores. For example, it is capable of certifying the quality of service provided to each customer, can be used as a tool for training new employees, performing inventories and statistical tracking of the flow of customers in each store.

The solution is especially useful for the marketing manager who has to travel around all of the stores in Spain to guarantee that they present a homogeneous image. This responsibility consists of checking that all stores maintain the same image associated with the brand, and that products being promoted are located in suitable areas. Thanks to this system, the marketing manager now only needs a computer and an Internet connection to perform this task and it is also possible to coordinate advertising campaigns and promotions using the cameras.

All of these new features facilitate the return on investment in the video system installation and ensure the entry of the Basi S.A. system into the world of video analytics (intelligent video). It is anticipated that the system will be expanded in coming months to different Lacoste stores managed by Basi S.A. A large number of Lacoste franchises in Spain have also expressed their interest in installing a similar system.

About Instel

Instel is a service company established for over 35 years, which supplies its customers with a complete, integrated solution to their corporate communications needs, equipping them with the latest technologies appearing in the telecommunications market. Instel has been an active part of the Axis Communications Partner Program since 2004, and now holds Gold Partner certification. This level of certification allows Instel to design, install and maintain Axis network video solutions for its customers with completely guaranteed quality. The certification program also allows Instel to maintain a close relationship with Axis, and to receive from Axis continuous training and collaboration in the development of projects.



BASI S.A.