

La Despensa Supermarkets.

Effective and secure video surveillance installed by 2GRE2 Network, a Premium Partner of Axis Communications.



Organization:
La Despensa

Location:
Mora (Toledo), Spain

Industry segment:
Retail

Application:
Loss prevention

Axis partners:
2GRE2 Network
and IProNet

Mission

Because of the process of geographical expansion which has taken place over the last few years, the La Despensa chain of supermarkets decided it was necessary to install a modern, responsive and flexible video surveillance system to achieve the following objectives: to monitor potential security problems, remotely access images from the higher-value product sections, give added protection to the check-out area and create a further deterrent to minor theft. Previously, at some centers only, human surveillance systems were assigned mainly to the check-out area and some internal sections (private).

Solution

2GRE2 Network implemented the project and proposed a solution that employs Axis Communications' network video products and iProNet's video management software. At each branch, center or supermarket, a preliminary study was carried out to determine the points to be monitored and to examine the existing network and the infrastructure needed to achieve the above-mentioned objectives.

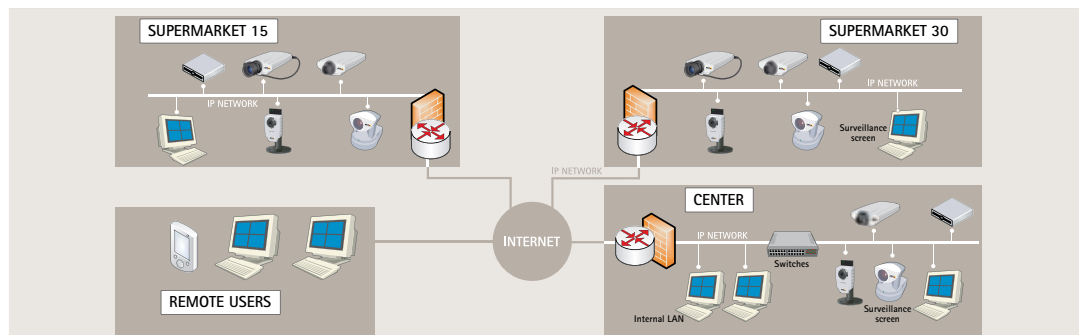
The study was followed by the implementation and commissioning of the proposed solution, and training sessions in the use of the system were organized. Development and installation of the system began in early 2004, and new centers and supermarkets are currently being added to the system. Also, because it is based on an open architecture principle, the system caters for new improvements and updates.

For the final solution, 2GRE2 recommended the use of AXIS 205, AXIS 206, AXIS 206W, AXIS 211, AXIS 210 and AXIS 213 PTZ Network Cameras,, and these were installed indoors and outdoors; in the latter case, with protective casings.

Video recording systems were also used, controlled by the video, recording and monitoring software of IProNet (E-netcam client Lite and Pro).

"The main benefit we have obtained is that the quality manager can now monitor, from any location and 24 hours a day, the activity at each of the supermarkets we own across Spain."

Luis Doblado, Director of Operations, La Despensa Supermarkets.



"There are no time restrictions and no need to travel anywhere to see in detail that the products are properly displayed and, at the same time, reduce the volume of unidentified losses are other benefits we value." says Luis Doblado, Director of Operations, La Despensa Supermarkets..

2GRE2 Network

La despensa

IPro Net

Result

The client is now able to control, monitor and store images from the cameras at each of its supermarkets. 2GRE2 Network suggested that the solution architecture be installed both centrally (several locations managed from the same central operating point) and independently (many of the supermarkets manage their own recordings). In either case, live and recorded images from any of the supermarkets in the chain can be accessed from the center at Mora (Toledo), by giving the system a large, remote-monitoring capability. The standard of security at the shops is now much higher. The volume of "unidentified losses" has fallen significantly at almost all centers involved, and the staff feel better protected, resulting in higher standards of customer service and increased staff productivity.

- > Recording and review of images generated by sensor or alarm activation.
- > Image storage for access control functionalities.

About 2GR2E Network

2GRE2 Network is a young and dynamic company, formed in 1999 by professionals from various areas of information technology and the Internet, advertising, the installation of IP video systems and computer consultancy. 2GRE2 Network is an Axis Premium Partner,, specializing in the study, development and installation of IP video systems, aimed at clients in various sectors, such as construction, industry, distribution and small- and medium-sized enterprises. The solutions installed by 2GRE2 have earned a reputation for effectiveness, reliability, economic viability and high quality.

High performance

The new system installed at the La Despensa supermarkets provides numerous benefits:

- > Remotely monitored areas.
- > Real-time image display.
- > Multi-user, permit management by user.
- > Multi-camera, ability to see and record from several cameras at a time.
- > User-scalable and manageable.
- > Continual recording programming.
- > Broadband communications support.
- > Support for existing analog video surveillance networks (CCTV).
- > Remote zoom, rotation, focus and iris control (depending on camera model).

About La Despensa

The LA DESPENSA group of supermarkets belongs to ECOMORA, S.A., a company based in the town of Mora (Toledo). It currently has 41 supermarkets located throughout the autonomous communities of Castilla-La Mancha, Madrid, Extremadura and Castilla León and has more than 20 years of experience in the distribution sector. Each supermarket has an average sales area of 700 m² and is supplied from a central store of 10,000 m², which provides the goods needed for sale at each of its supermarkets.