

Marionnaud Parfumeries. Complete surveillance for Parfumery retail chain.



Organization:
Marionnaud Parfumeries

Location:
Czech Republic

Industry segment:
Retail

Application:
Loss prevention, safety
and security

Axis partner:
NetRex s.r.o.

Mission

Marionnaud Parfumeries is a retailer of women's and men's fragrances and decorative cosmetics with more than 1250 shops around Europe. In 2004 the Marionnaud network expanded into the Czech Republic, where it now has 44 branches in 17 cities. The sales floor of each shop is between 70 and 250 m². The main issue facing Marionnaud's management was shoplifting, which accounted for serious loss of merchandise in their stores.

Secondly, the shops often fell victim to armed robberies leading for a real need for adequate protection of the staff and premises. The original analog surveillance systems installed in some of the shops were unable to deliver the quality of images required, so that following an incident it was very difficult to identify the perpetrator.

Solution

Just before Christmas 2008, some of the existing analog cameras were replaced with new network cameras in order to relieve the situation in some of Marionnaud's branches. The new IP network video system with megapixel cameras made it possible to capture high-detail images of nearly the entire store area.

Additionally, the video images enable valuable information; such as customer counting (number of persons who are entering the store) which can be used for marketing purposes.

"Because we are selling merchandise which is small but expensive, theft by external customers is a significant problem for us. For our stores in Czech Republic, we were looking for a solution which would allow accurate thief identification and provide evidence for the police," says Bronislava Baláková, Director of Marionnaud Parfumeries Czech Republic. "The solution based on Axis network cameras was interesting for us because of the high image quality and the possibility to view live images of what is happening in our stores from a remote location. Even though the most important requirement was image quality, we also required the cameras to be aesthetically pleasing. In Marionnaud stores we sell luxury merchandise and it is important that the cameras are discreet and do not affect the aesthetics of the store," added Bronislava Baláková.

"We are very happy with our new surveillance system based on Axis' solution. The success rate of revealing theft grew significantly and our plan is to have the system installed in all Marionnaud stores in Czech Republic by the end of 2010."

Bronislava Baláková, Director of Marionnaud Parfumeries Czech Republic.

Marionnaud decided to take advantage of an IP network video surveillance system, consisting of discreet mega-pixel AXIS 209MFD and AXIS 216MFD Network Cameras. The cameras installed in the shops dropped ceilings now provide high quality color video with 1.3 megapixel resolution, allowing for clear and easy identification of objects and persons. Not only does the system monitor key areas like cash registers and store entrances, but also other parts of the sales area. Marionnaud did not consider a re-investment in an analog system because of the inadequate picture quality and absence of some other important features which only IP network video systems can deliver.

Video from the cameras is recorded in high quality locally in each store and is also sent via a secure internet connection in lower resolution to a central location for storage. In the central data center the images are recorded and enable a quick data search in case of an incident. The recordings in the local store can then provide sufficient resolution and frame rate should proof be needed as supporting evidence for the police.

"The software solution used in Marionnaud Parfumeries is built on AXIS Video Hosting System platform. The system is then customized to meet the customers' specific needs. The advantages of AVHS are the easy access to data, the possibility to set-up multi-leveled user rights and the easy addition of new cameras into the system," says David Capoušek, Director of NetRex s.r.o., which implemented, installed and operates the system for Marionnaud stores.

Result

Most of the sales floors of the 14 Marionnaud branches in Czech Republic are monitored with the new surveillance system with high IP picture quality and remote access to live images and recordings. Thanks to the high resolution digital cameras the number of cameras in each branch is kept to a minimum. The cameras provide overview images of the whole store, detailed images of shelves with expensive merchandise and faces of customers entering the shop or paying at the cash register.

Easy installation – key sales argument

For luxury Perfume and cosmetics stores, the key factor is quick and clean installation. It is impossible to close the shop for several days, because this would cause a profit loss for Marionnaud and would increase the total cost of ownership of the surveillance system. For this reason the installation needed to be carried out overnight so that the shop could be up and running the very next day. This tight schedule was achievable thanks to the easy installation of Axis network cameras. The installation of the system in one branch takes just a couple of hours.

Another advantage is that there is no interaction required on the part of the customer's IT department. The system used at Marionnaud can cooperate with current security policies of the in-house network and there is no need to change firewall or other settings, which also speeds up the implementation process.

