

## i-Mobile Service Centers improve security and service with Axis network cameras from Digitalcom. Real-time monitoring protects stock, boosts service quality nationwide.



Organization:  
Samart i-Mobile (SIM)

Location:  
Thailand

Industry segment:  
Retail

Application:  
Remote monitoring of  
nationwide network of  
service centers

Axis partner:  
Digitalcom

### Mission

With over 300 service centers throughout Thailand, an effective, efficient surveillance system is essential for leading telecommunication services, mobile phones and communication equipment provider Samart i-Mobile's (SIM) ability to manage its vast retail network and cope with increasing potential for crime at its stores. In addition to improved security to prevent theft, SIM wanted a way to remotely monitor its outlets in real-time and observe customer traffic to boost service quality – something its old analog-based closed circuit TV security system could not deliver. The limited functionality of the CCTV system's analog cameras could not meet the increased demands of SIM's changing business needs. It needed a better way to manage and monitor its nationwide network of service centers.

### Solution

SIM decided a more advanced, IP-based video surveillance system would be the best solution for its extensive requirements, and chose AXIS 210 Network Cameras for their superior price-performance.

Because the Axis network cameras are linked with headquarters through a wide area network (WAN), authorized SIM staff can remotely view, store, and manage video from service centers nationwide, all from the convenience of SIM's head office location. Installation of AXIS 210 Network Cameras, distributed by Digitalcom, will be completed at 81 sites nationwide by the end of 2008, with more sites to follow.

### Result

The implementation of AXIS 210 Network Cameras nationwide has given SIM greater control over management of its shops, and improved stock control and loss prevention through real-time monitoring and the ability to view and investigate suspicious incidents. The Axis solution has also created new ways for the business to appraise staff performance, measure the effectiveness of marketing programs and identify and respond rapidly to business trends or changing conditions to maximize sales and promotional opportunities.

"We benefit greatly from remote monitoring through Axis cameras as we can view all occurrences in real-time."

Mr. Visit Tantivorrathamrong, Assistant Business Development Manager, SIM.

### Driving business with real-time information

The cost-effective, IP-based video surveillance and remote monitoring solution gives SIM the ability to gather, record and view information in real-time from multiple service center locations via the Internet for the first time.

Unlike SIM's old analog CCTV system, where images were recorded on magnetic tapes, Axis network cameras give SIM users greater convenience and flexibility by recording images into a computer. With a camera, computer and built-in web server in the one unit, the AXIS 210 Network Cameras capture and send live images directly over an IP network.

The Axis solution easily integrates with other systems such as access control, stock management, point-of-sale (POS) and burglar alarm systems, giving SIM more efficient ways to investigate suspicious incidents and analyze and improve business performance and retail service center management.

### Effective loss prevention tool

Stock loss can dramatically affect a business's bottom line. The AXIS 210 Network Camera's superior image quality, built-in motion detection and support for advanced event management makes it a highly efficient loss prevention tool and enables SIM to efficiently manage its service centers remotely to protect its stock and business profitability.

"We benefit greatly from remote monitoring through Axis cameras as we can view all occurrences in real-time. In one incident at the i-Mobile service center in Chiang Mai, a person committing a theft was identified and arrested because the Axis camera recorded it," said Mr. Visit Tantivorrathamrong, Assistant Business Development Manager of SIM.

Authorized SIM staff at headquarters can remotely monitor all its shops at the same time, see what is happening in real-time, or easily find and replay past events recorded on the system. The camera's built-in motion

detection and alarm and event management functionality including alerts gives SIM more effective surveillance and monitoring, and the ability to respond faster to incidents.

For quick reaction to a current event, system alerts can be sent by SMS or e-mail to the appropriate people and all data can be backed up on the database server at headquarters.

### More effective marketing and performance appraisal

Using Axis network cameras, SIM can observe staff in each shop to appraise performance. SIM can also instantly monitor customer numbers for each store and use the information to evaluate and plan effective marketing programs to maximize sales opportunities. Access to up-to-the-minute information on customer traffic enables SIM to rapidly respond to changing market conditions or customer needs and optimize management and allocation of staff resources.

The AXIS 210, a professional network camera for indoor monitoring, provides superior image quality and flexibility compared to SIM's previous analog-based security system. The camera connects directly to an IP network and enables remote monitoring over a local area network or the Internet using a standard web browser. Using progressive scan, the AXIS 210 delivers superior digital video quality of up to 30 frames per second in full 640x680 resolutions. It supports simultaneous Motion JPEG and MPEG-4 and also supports scheduled and triggered event functionality with alarm notification via e-mail, TCP, HTTP, and upload of images via e-mail, FTP and HTTP.

With the Axis IP-Surveillance solution already delivering proven benefits in SIM's extensive retail environment, management will consider expanding installation of the cameras to enhance general surveillance throughout the rest of the organization.



#### About Digitalcom

Digitalcom Co., Ltd. is a distributor of security systems and network cameras in Thailand. As a distributor of the world's market leader in network video surveillance, Axis Communications, Digitalcom provides a wide range of professional network cameras and security solutions to channel resellers in Thailand. For more information, please call 0-22545525, 0-2252-6515.

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