

Constructing a secure future based on digital video surveillance.

Construction and building chain Sodimac in Argentina chooses Axis IP video cameras over analog technology.



Organization:

Sodimac

Location:

Buenos Aires, Argentina

Industry segment:

Retail

Application:

Safety and security

Axis partners:

Exanet, Milestone

Mission

Sodimac is a Chilean retail chain with over 130 stores in South America, marketing products for residential and commercial renovation and construction. In the four countries it operates in, it has amassed more than 10.8 million square feet of retail floor space offering a product line that ranges from whirlpool spas to concrete-reinforcing steel rebar. In Argentina, its branch in the city of La Plata, Buenos Aires, occupies a vast property that required an advanced video surveillance system more capable than the analog technology in place at its other stores in the country.

Solution

Convinced of the advantages of digital video surveillance technology, Sodimac decided to install 80 Axis network cameras throughout the interior, the perimeter area and the parking lot for the store. With the use of Milestone software, the company was able to apply various analytics to relevant data.

Tech integrator Exanet, an Axis partner in Argentina, was responsible for the implementation of the project, which included the capability of people counting.

Result

Since its opening, this Sodimac branch has relied on the visual monitoring of points of access, employee and customer activity, as well as the products on display in various departments throughout the store. The cameras provide high-resolution images and readily-available tools to resolve any unforeseen incident instantly, either from its remote operations headquarters, or through the directives of managers themselves, including those who may even be service providers located in other countries.

“Axis cameras have enabled us to implement an innovative system for our company that provides the ability to detect any fraud or theft that may occur within the store, as well as to obtain particular analytics of commercial interest. The IP cameras provide better image quality, along with software that allows us to remotely access the system from our personal devices.”

Juan Manuel Riavec, Assistant Director of Prevention at Sodimac.

IP video surveillance on a grand scale

Sodimac (an acronym formed from the Spanish for Construction Materials Distribution Association) was founded in Chile, in 1952, as a supplier cooperative for construction materials. Currently, it has more than 130 stores and over 33,000 employees throughout various South American countries and is continually in the process of expansion into other geographic locations, such as Uruguay and Brazil.

Because the analog system in its other stores was unable to capture images of sufficient resolution to properly monitor the properties, customers and personnel, Sodimac decided to install HD cameras with Lightfinder technology in its brand new La Plata site – located 35 miles from the nation’s capital. The project was completed in a record 30 days, during which time everyone worked hard in order to ensure that functionality would be guaranteed the moment the store opened.

Identifying peaks in business activity

Among the several camera models selected for the project, of particular note are the dome-style AXIS M3204 Network Camera, AXIS P5534 (both with HD resolution); and AXIS P1354 with Lightfinder technology that retains color detail even in low-light situations. Also installed were AXIS M3006-V cameras, ideal for people counting and allowing Sodimac to determine the times and days of peak business activity, for example. The AXIS M3006-V also provides anti-vandalism protection and Full HD image quality. This combination of cameras delivers two key benefits: security and commercial data acquisition.

“Thanks to the installation of this state-of-the-art security system, we’ve been able to detect suspicious behavior in the store”, says Juan Manuel Riavec, Sodimac’s Assistant Director of Prevention. “Among its notable qualities, we highly value the sharpness of the images and the ability to apply certain analytics with the Milestone software that provides people counting, face-detection and patent-detection capabilities, helping protect against any possible fraud or theft.”

The company considers the system as a necessary technological advance at the corporate level that allows it to maintain secure stock and improve various commercial aspects to help increase its bottom line.

