

Safer stores with Axis solutions.

Axis video encoders reduce theft incident rates in retail business.



Organization:
Stadium

Location:
Stockholm, Sweden

Industry segment:
Retail

Application:
Store safety and security

Mission

Increased incidents of threats and robberies led Swedish sporting goods retail chain, Stadium, to seek a solution that would help create safer working environments for its staff and reduce crime in its stores.

Solution

Swedish security specialists Securitas introduced the Trygg Butik (Safe Store) concept, an initiative aimed at reducing crime and increasing security in retail businesses.

Stadium chose a solution consisting of an analog camera, an AXIS 2401 Video Encoder and a broadband (ISDN) modem connection. The solution required very little investment in new hardware since the AXIS 2401 enables the transformation of analog video into high quality digital images that can be transmitted over an existing IP network.

Result

Using the system is easy. When a situation feels threatening, shop staff can request Securitas' attention by simply pressing a button that activates a surveillance camera. From its emergency center, Securitas can take suitable action.

Not a single incident has been reported by the Stadium store since the installation. Staff feels more secure and comfortable with their working situation, knowing that someone is looking out for them.

"Each and every security arrangement helps fight crime and makes our stores less attractive for break-ins and robberies. The extra confidence our staff gains through "Trygg Butik" makes it easier for them to control situations that might have gone out of control before."

Peter Claeson, Security Manager, Stadium Group.

Taking action against crime

Stadium is the largest privately owned sports retail chain in Sweden, with annual revenues of 2,600 million SEK and about 2,000 employees. The company sells products for an active life such as clothes, shoes and sports equipment.

Every day Stadium's staff handles enough cash to be a target for robberies. What makes it worse is that top brand sports clothes and shoes are often attractive loot for many young criminals.

Facing increasing problems of threats and robberies, Stadium decided to implement a solution that would help reduce crime and make shop staff feel safer and more secure. As a first trial installation, Stadium applied Securitas' "Trygg Butik" (Safe Store) concept at one of the chain's "problem stores" in Stockholm. The concept involves a proactive security solution that has already saved Stadium considerable amounts by putting an end to losses on stolen goods, something that used to be a big problem before the solution was installed.

Proactive security solution

Most of today's security and surveillance installations are built to serve after a crime has been committed. Images and video caught on camera are used as evidence in trials or to determine the cause of action in cases of robberies, break-ins and fires.

Securitas' "Trygg Butik" security concept offers a different approach. It's based on the idea that once a crime has been committed, it's too late. To help retailers and shop staff prevent crimes before they happen, Securitas created a cost-effective and easy-to-use IP-based video solution that involves either an Axis network camera or analog cameras with an Axis video encoder.

When a situation feels threatening, shop staff can request attention from Securitas' emergency center simply by pushing a fixed or portable button that activates the surveillance cameras. From its emergency center, Securitas can monitor the situation and take suitable action.

No incidents reported

Since the Stadium store in Stockholm installed the "Trygg Butik" security solution five months ago not a single incident has been reported. An impressive record considering the fact that the store was one of Stadium's "problem stores" with numerous incidents reported.

The Stadium Group's security manager, Peter Claeson: "Even though "Trygg Butik" is a cost-effective solution, for us an investment like this has got very little to do with money. The main reason for implementing a solution like this is to create a safer working environment for our staff. They feel more secure knowing that somebody is looking out for them and that help is always just a few minutes away. We are extremely pleased, of course, to see that during these first few months with the system up-and-running, we have had no robberies. Our staff finds the solution easy to use. And as it is based on the network infrastructure we already had in place, it also made the installation easy and it saved us some costs".

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STADIUM