IP-based efficiency with remote monitoring and people counting at fashion store chain.

Joint Axis and MIRAME.NET solution enable improvement of operations and management of fashion store chain TRUCCO.

Organization:
TRUCCO

Location:
170 establishments around the world

Industry segment:
Retail

Application:
Merchandising and operations

Axis partner:
MIRAME.NET

Mission

TRUCCO belongs to the 100% Spanish company InSitu S.A. with registered headquarters in Madrid. This manufacturing and distribution company is responsible for the design, production and distribution of collections exclusively for its own brand TRUCCO. The TRUCCO products are distributed via a growing network of points of sale - currently around 170 - located in the main streets and commercial centers of large cities in Spain and 13 other countries.

Solution

For some years, the TRUCCO stores have been equipped with systems for video monitoring and people counting. However, the continuous search for new solutions as well as the necessity of integration of data into its SAP management platform and replacement of old equipment made them strive for further development.

Since December 2007, two solutions based on IP video have been implemented - one solution for remote monitoring, and another solution for people counting - that improved various aspects of management and operations of the establishments.

Result

Efficient cooperation between TRUCCO and MIRAME. NET resulted in a very high customer satisfaction with regard to the implemented solutions based on the IP video systems from Axis Communications. They cover the most important necessities and offer the flexibility that is necessary for extension, change of location or integration with other systems, if required by the customer.

AXIS
COMMUNICATIONS

70461/EN/R1/1704

The TRUCCO stores count on image, communication and standardized service. The dimensions of the stores and the concept of presentation of apparel are considered to create a pleasant ambience and facilitate purchase. Thanks to advanced information system the collections are changed every two or three weeks and restocking of products is granted within 24 to 48 hours.

InSitu was looking for two IP video solutions for its chain of stores. For remote monitoring, the objectives included saving of costs and time in connection with the required relocations for supervision of different sites. The system for people counting aimed for best possible simplification and reduction of maintenance tasks and replacement of "proprietary" equipment that was out of date.

The objectives also required that the application for people counting integrated both with the terminals at the point of sale of any establishment as well as with the SAP management system at the central offices. Based on these considerations, InSitu contacted Axis partner MIREAME.NET.

MIRAME.NET designed a solution based on Axis PTZ Network Cameras for the requirements of remote monitoring as well as a solution consisting of of Axis network cameras with the embedded AXIS People Counter software for each point of sale. Thanks to the powerful zoom capacities of Axis PTZ network cameras it is possible to grant remote visualization of every single store. This way it can be controlled from the central offices that all details - from decoration to presentation of the goods - and the areas of offers and promotions are adapted to the standardized image directives. In case of irregularities it is easily possible to contact the shop assistant by telephone and remedy the issue.

The AXIS People Counter software for the solution of people counting is a modular and fully independent solution; counting is performed within the CPU of the camera so that a dedicated PC is not required. Thus it is possible to manage, analyze and visualize the data of the camera of any establishment. MIRAME.NET was also ordered to integrate with the SAP platform of the central offices. The corresponding statistics of customer count and sales at each establishment are much more comprehensive now. Performance of sales history per establishment and date, analysis of efficiency of promotions and other operations are easier and more reliable.

The installed solution improves the infrastructure of the stores using a more reliable system that offers more possibilities and reduces the number of incidents to be remedied by the department of Organization and Systems of InSitu. The company will continue to implement these solutions on large scale with its chain of establishments.

mirame.net

AXIS®
COMMUNICATIONS