

Central Mexican bus company slams brakes on theft with Axis network cameras.

Estrella Roja protects packages and passenger belongings with robust IP surveillance system featuring Axis network cameras.



Organization:
Autobuses Mexico-Puebla
Estrella Roja

Location:
Puebla, Mexico

Industry segment:
Transportation

Application:
Remote monitoring, loss prevention

Axis partner:
Atalanta Hardware and Software, Netcamara Corporate

Mission

Recent investments in highway infrastructure by the Mexican government have increased demand for bus transportation services. To meet that demand, Estrella Roja—a company which offers passenger and package transportation between Puebla and Mexico City—wanted to ensure it offered the most reliable customer service possible on all of its lines. This included cracking down on thefts and other incidents that could damage its reputation and cost the company money.

Solution

With Axis partner and systems integrator, Atalanta Hardware and Software, Estrella Roja installed 140 Axis network cameras throughout all of its bus terminals, parking areas and office spaces. Managed by a Netcamara Corporate video management system, the intelligent, high resolution cameras target highly trafficked areas which are most vulnerable to theft or vandalism.

The bus company relied on the ease of installation offered by IP technology to deploy the system in four months without disruption to its business operations.

Result

The upgraded surveillance system provided Estrella Roja with new insights into how to combat theft and vandalism, and they made immediate progress in identifying how thieves operate and reducing losses. By acting on the information gained from expanded coverage, the company was able to improve the service it offered passengers and protect its bottom line.

“The Axis solution we acquired has been satisfactory for our surveillance needs. The company has multiple arrival halls, waiting areas and vehicles parking areas requiring 24/7 monitoring. The equipment supports our team’s guarantee to fulfill our duties.”

Guillermo Romay, Head of control and monitoring group, Estrella Roja.

Growing demand for buses drives new security efforts

Estrella Roja is a bus company that offers transportation services for passengers and packages between the cities of Puebla and Mexico City, as well as to the Mexico City International Airport and local attractions along its routes. In recent years, Mexico has been investing in the expansion of its roads and highways, which has made bus travel an increasingly convenient and cost-effective option for its citizens. However, as the demand grows, bus companies must ensure that passengers are safe and cargo is protected from theft. For Estrella Roja, this meant developing a comprehensive surveillance system that could monitor all of its bus terminals, parking areas and offices around the clock. Reducing theft was especially important, as it leads to complaints of poor service which hurts the company’s reputation. The bus company is also required to reimburse customers for any lost or stolen items, impacting the bottom line.

Shifting surveillance into high gear

When the project began, Estrella Roja had analog surveillance cameras installed in a few of its terminals. But to achieve the robust security it felt necessary, it needed to expand coverage throughout the entire organization with the latest security technology.

Along with Axis partner and systems integrator, Atalanta Hardware and Software, Ricardo Valdez Eleuterio, infrastructure chief of Autobuses Mexico-Puebla Estrella Roja, determined the cutting-edge, intelligent features of Axis network cameras would meet with their strict requirements for surveillance. Furthermore, with an IP-based solution, Estrella Roja could manage their legacy cameras alongside the new additions.

Estrella Roja installed a total of 140 Axis network cameras in the areas that received the highest foot traffic, as well as areas most at risk for vandalism or theft. This included the ticketing desks, parking lots and the areas where packages are stored.

For most areas, Estrella Roja relied on two series of fixed cameras: the compact AXIS M10 Series Network Camera, which offered high resolution video and day/night functionality in a convenient size, and AXIS P13 Network Camera Series, which provided clear identification of objects with its 1280x1024 resolution.

For critical areas such as their terminal at the Mexico City International Airport, they chose AXIS P5512 PTZ Dome Network Cameras with 12x optical zoom controlled by the AXIS T8310 Video Surveillance Control Board. The pan/tilt/zoom (PTZ) cameras not only allow Estrella Roja to better supervise passengers boarding, but also significantly reduced the number of cameras needed to cover the area.

Saving time and space

Because the Axis cameras are IP-based, Estrella Roja was able to easily install them over the course of four months without disrupting daily operation. Once the system was up and running, they began to learn the methods used by thieves to target their sites, and this helped them dramatically reduce loss and customer complaints. The cameras also document the condition of luggage being checked by passengers to counteract fraudulent claims of damage or loss.

Overall, the Axis camera system allowed the company to improve the customer experience without the prohibitive cost of deploying a large number of security guards. An analysis by the company determined that its return on investment would be faster than expected, and the upgraded video surveillance system would help it gain greater control over security in all of its business units.

