

Axis network cameras support logistic operations in Japan. Using video surveillance to improve customer satisfaction and operating efficiency.



Organization:
Seiun Co., Ltd.

Location:
Saitama Prefecture,
Japan

Market segment:
Transportation

Application:
Strengthening security
and improving logistic
operations efficiency

Axis partner:
MDiT

Mission

The highly competitive world of logistics requires constant efforts to improve customer satisfaction; in particular, prevention of accidents and theft are top priorities. Seiun Co. Ltd., based in Saitama Prefecture in Japan was expanding its transportation and storage business and urgently required the construction of a unified surveillance system to strengthen security for warehouses, parking lots and other places of business throughout the prefecture.

Solution

At first Seiun decided to adopt an analog surveillance system. But the company was installing IP phones and the internal systems were making greater use of IT. Seiun decided to install an IP-Surveillance system based on Axis network cameras and a "Necaroku" server (Mitsubishi Electric Information Technology Corporation) to record and deliver information. The main reasons for their selection were user-friendliness, the image quality and stability of the Axis network cameras, and installation

cost. Costs could indeed be held down because laying special cable is not necessary as when using analog cameras. By using Power over Ethernet, a single network cable supplies power and transmits the video images so there is no need for dedicated wiring. Currently, Seiun has installed 30 Axis network cameras in all their warehouses and offices.

Result

The role of Axis network cameras extends far beyond security and accident prevention. They are highly valued for the role they play in managing the entire business. The condition of the fleet of cars at each business site, the movements of employees and percentage of cargo in the warehouses can all be checked through the network cameras. The system is being used in a wide variety of ways to improve operating efficiency.

"The installation of the IP video surveillance system hasn't just worked as a crime prevention measure. The employees are motivated knowing that they can be watched and operations as a whole have become more efficient."

Tadashi Ousaka, Acting Section Chief, Seiun Co. Ltd.

A broad range of products

Seiun planned to install analog surveillance cameras. However, in the end they chose an IP video surveillance system that combined Axis network cameras and "Necaroku." The main reason for their choice was the ease in operating the recording and transmitting server (Necaroku) and the ability to select a camera that best suited the installation site from the wide range of Axis products.

The AXIS 207 was installed inside offices because it is a small, unobtrusive camera that doesn't spoil the aesthetics of a room. The AXIS 211 and AXIS 221 are used in warehouses because they support PoE with both video transmission and power supply via an Ethernet cable. The AXIS 221 works especially well in parking lots as its night vision capability makes it useful both day and night. The wide range of Axis products beat out products from other companies because the customer could choose the product that best suited the setting in which it was to be installed.

"In addition to the high image quality and application compatibility of Axis products, we also noticed the design. For example, the compact AXIS 207, which is installed in our offices, revolutionizes the image of surveillance cameras. It doesn't disrupt the environment or intimidate employees," said Mr. Ousaka, Acting Section Chief.

Effective use from crime prevention to operating efficiency

The surveillance system was installed to prevent crime, but was found to improve operating efficiency in a variety of ways. "In the past, to check on the availability of vehicles we had to send someone to the warehouse or parking lot. Since installing the system we can confirm these things via the monitor and concentrate on other duties in the time it would have taken to go and check," said Mr. Ousaka.

Also, if for some reason there is an accident, the company can use the recorded video as employee education in an effort to prevent the same thing from happening again; it's useful in improving job safety. Management can also confirm what's going on in the office and who is there. Employees are aware of the network cameras so they concentrate more on safety and their work. Overall, operating efficiency has improved.

The installation of an IP-Surveillance system with Axis network cameras and Necaroku has been effective in not just preventing crime, but also raising the consciousness of employees and operating efficiency. As a result, customer service has improved.

Expectations and future prospects for Axis network cameras

Seiun is considering using the surveillance system based on Axis products and Necaroku in a variety of ways. For example, cameras can be linked to audio systems. This will improve security because if a prowler is detected in a parking lot or warehouse an audio warning will be sent. The cameras will be used as important managerial and communication systems that connect the main office with the world when, in the future, the company expands to overseas locations.

"Looking ahead, we'd like to make it so that managers can be in their office and hold meetings via the network cameras. It's difficult for managers to leave their workplace and come to the main office every time there is a meeting. With the meeting being monitored at each branch office, information will be consistent and I believe that our jobs will get easier," said Mr. Ousaka. It's projected that the Axis network cameras will be used for operating efficiency, streamlining and concentrating on customer service. Axis products offer the convenience of functioning anytime and anywhere, are versatile enough to be compatible with a wide variety of video applications and offer advanced network functions. The features of Axis products have raised the bar for networking environments.

