

## Fresh pastry under surveillance.

Mr. Baker shops are now safer and guaranteed to open on time thanks to Axis network cameras.



**Organization:**  
Pekařství Mr. Baker

**Location:**  
Czech Republic

**Industry segment:**  
Restaurants

**Application:**  
Safety and security

**Axis partner:**  
NetRex s.r.o.

### Mission

Pekařství Mr. Baker planned installation of the camera system to prevent crime and increase the safety of the staff in the network of its shops. Considering the large number of workplaces and diversity of the spaces, the client demanded customized high-tech equipment without the necessity to add supplementary recording equipment. Simultaneously, they raised a demand for automatic monitoring of the shop's opening hours.

### Solution

The entire solution is based only on the Axis cameras. The cameras used in most of the 32 shops were AXIS M1054 Network Cameras because of their discreet appearance, the recording quality and power supply by Ethernet cable. The AXIS M1065-L model has now been newly installed. NetRex cloud storage enables easy on-line control of the cameras. The cameras have high-quality resolution of up to 720p, motion detection, sound recording and IR illumination for night vision.

In addition, the NetRex system monitors observation of the opening hours – when the shop actually opens, it automatically sends a photo to the manager's email.

### Result

The complex solution with easy control and partly automated operation was fully customised for the client who is very satisfied, especially with the control of the recording and searching in it. Another feature that they appreciate is the 24/7 technical support and on-line monitoring of the operation. The camera system helps to reduce theft and crime in the shops and improves the quality of services because the opening hours are more consistently observed.

**“The camera system helps us to reduce losses arising from theft and gives us an instrument for the solution of potential customer complaints. We can simply find the given moment and know exactly what has happened.”**

**Stanislav Malík, Pekařství Mr. Baker.**

### Cloud, remote surveillance and recording

When installing the system, the demand was clear from the beginning: no additional local storage or other hardware devices, everything on-line and accessible at any time. And the answer was obvious – Axis cameras in the NetRex Cloud interface. This cloud service enables retroactive control of the recording at any time, searching for a specific moment in the recording and its export to a file on hard disk. The data are then safely stored in the cloud, not on local storage in the shop.

This system allows authorised workers to access the data from anywhere if they are connected to the Internet, without complicated sharing or a direct visit to the head office. Stanislav Malík from Pekařství Mr. Baker says, “The camera system helps us to reduce losses arising from theft and gives us an instrument for the solution of potential customer complaints. We can simply find the given moment and know exactly what has happened.”

### From theory to practice, or open on time every time!

The AXIS M1054 and AXIS M1065-L Network Cameras have proved effective thanks to their compact size, quality of the image and other features such as the PoE power supply or IR illumination. Inside the shops, they are located discreetly, but not secretly, so that they can also serve as prevention. They also capture the whole sales area including the entrance and the area with the cash desk.

The camera system simplifies the manager's work in the region in more aspects. Observation of the opening hours is very important for customer satisfaction. However, the manager cannot be in several shops at the same time to make an inspection. What is more, the shops are dozens of kilometres apart in places outside large towns. NetRex has thus designed an automated concept where the system takes a photo of the shop exactly on the opening hour and sends it to email of the manager in charge of the shop.

“E-mails with photos taken at the time of opening facilitate our work by allowing us to monitor the opening hours in the entire network,” says Stanislav Malík from Pekařství Mr. Baker.

### Potential extension and use in conflict situations

At present, Pekařství Mr. Baker considers further improvement of the system's efficiency by also storing the recordings inside the cameras in some of the shops. The high-definition recording is stored on integrated SD card, which is re-written after a defined period.

“The cameras are limited by the capacity of the line, so some of the shops store the recordings in the cloud in lower quality than others. Thus, in locations with a slower connection, high-quality recording on an SD card is suitable as a backup in case of crime,” explains Michal Marek from NetRex.

The cameras also detect motion, thus allowing intelligent search by application of the SmartSearch feature in the NetRex system. This new function, which Pekařství Mr. Baker plans to implement, highly increases the speed of reading the recordings, because the system identifies moments when there was a motion in the picture. The client will soon start using fast downloads of recordings on YouTube, Google Drive or DropBox. This will allow them immediate access to the data when solving crimes directly in the shop. The manager will thus be able to respond to the customer's complaint almost immediately, find the given moment and seek improvements.



**PEKAŘSTVÍ Mr. Baker**

**NetRex**  
Your third eye