

Axis and Dynamic Studio “serve” a security recipe for Panini Durini retail stores in Milan.

A versatile, intuitive and virtually unnoticeable IP video installation that keeps all potential risks under control.

**Client:**

Pancioc SpA – Panini Durini

Location:

Milan, Italy

Business sector:

Restaurants

Application:

Safety and security, loss prevention

Axis partner:

Dynamic Studio S.r.l.

Mission

Panini Durini was founded in 2011 as a new, made in Italy, catering concept focused on the needs of a continuously evolving market. In a period of significant expansion of its chain in Milan, the company needed a monitoring system that provided its head office with visibility of any store security problems: from arguments on cash register change, to protecting staff and the store from daytime robbery and nighttime theft.

Result

The system has allowed keeping all potential risks under control in the busy Panini Durini retail stores. Video is recorded on SD cards on board the cameras, an aspect that makes installation and management notably simple, even for a layperson, as it is possible to view live feeds and recordings on PCs, smartphones and tablets via a specially provided AXIS Companion application.

Solution

The solution proposed by Dynamic Studio S.r.l., an Axis partner with strong verticalization in the retail and mass distribution market, had to be intuitive, versatile and agile. The choice immediately fell on AXIS Companion, an ideal solution for small systems thanks to the AXIS Companion Eye Network Cameras, which guarantee a clear view, day and night, of monitored areas, with virtually unnoticeable impact on the surroundings, where aesthetics count as much as the excellence of the food offered.

"Customers and employees are fundamental for us, and consequently their protection, trust and security are of paramount importance. The video surveillance system allows us to constantly monitor the retail stores and we are particularly happy to have found a partner that provides us with support so we don't have to worry about even more things outside our core activities."

Mirko Martinelli, HR Generalist, Panini Durini.

Panini Durini is a Milan-based company that operates in the food retail sector, its first retail store opening in 2011, right in Via Durini. Over the years, there has been a rapid and constant expansion throughout Milan, resulting in the current 16 retail stores, located in strategic positions of the city and with over 170 employees. In this phase of rapid expansion of its chain, the company needed to equip its retail stores with a monitoring system that gave head office visibility of all security-related problems in the various stores: from arguments on cash register change to customer protection, personnel safety and store security regarding possible criminal acts.

"Panini Durini is a company open to everything new, young and dynamic, in constant movement. The security solution must therefore adapt to this environment: be intuitive, versatile and have fast procedures. We therefore needed a technology that could ensure straightforward use and immediate and assured results, and we found the best technology for security and user-friendly applications with Axis Communications solutions," stated Mirko Martinelli, HR Generalist, Panini Durini.

Straight to the point means straight to success

To understand the client's needs and transform them into a simple, flexible, on-demand application was an instinctive step for Dynamic Studio S.r.l., an Axis partner with strong verticalization in the retail and mass distribution market. The choice of video surveillance system fell on the AXIS Companion solution, which can also be managed via PC, smartphone and tablet, and is suitable for immediate and result-focused use, with footage event analysis and extraction of video clips and snapshots of critical situations, to conveniently share with authorities.

"We came into contact with Panini Durini in 2014 and our two young and dynamic companies quickly formed a very strong and synergetic relationship. The client then decided to invest in security and install a video surveillance system that allowed head office to control and monitor problems regarding the security sphere. A need that was followed by that for checking the flow of customers and the related hours, for business intelligence purposes," affirms Mauro Medico, IT Manager, Dynamic Studio.

Low-profile, high-performance

AXIS Companion Eye Network Cameras ensure a clear view of the framed areas, both night and day, and are extremely unobtrusive in surroundings where aesthetics play an important role, bearing in mind that the technological spaces are always reduced to a minimum in the food retail sector and so the installation also took this requirement into account.

Mauro Medico explains in greater detail: "We opted for storage on the SD card on board the camera and for Power over Ethernet. Summarizing, the design entailed: a single cable, an IP camera, an SD card and an extremely small midspan. Video streams are stored directly on the cameras' onboard SD card and the cameras are powered via the network cable. Video clips are shared via protected Cloud systems and 90% of maintenance is handled remotely: a simple, versatile, on-demand solution."

In conclusion, the solution has been particularly appreciated by Panini Durini because of the video surveillance system's extreme versatility. It has been installed in all the chain's stores, and it is now an integral part of the specifications set down for new retail store openings.



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