

Troch Group chooses video surveillance in its fight against shrinkage.

Equipped with analog cameras connected to Axis video encoders, the Group analyzes images of its twenty point of sales locations from its headquarters.



Organization:
Troch Group

Location:
Western France

Industry segment:
Retail

Application:
Loss prevention

Axis partner:
SeeClic.com

Mission

Troch Group, headquartered in Poitiers, France, is a family business that has been growing for the past 25 years and now has 20 locations throughout Western France (Saint Malo, Rennes, Nantes, Bordeaux, Toulouse, etc.) retailing high-end, ready-to-wear men's clothing.

Faced with an outbreak of inventory and cashier-related shrinkage, the Group decided to equip all of its points of sales locations with video surveillance systems to record transactions and incidents, in order to seek compensation through legal channels when necessary. The system also needed to enable centralized management of the images from all of the Troch Group locations.

Solution

After being contacted by Troch Group, SeeClic.com proposed leasing an economical system using analog cameras connected to Axis video encoders to allow for centralized remote video management.

Result

In addition to the dissuasive effect caused by the cameras, the images from the 20 store locations can be analyzed at the Troch Group headquarters and then sent to the local police department when an incident occurs. Since the system was installed, one person has already been arrested for bank card fraud. The Group's general manager, Mr. Troch, is convinced of the system's effectiveness.

"We like the performance of the network video surveillance system, because we can consult the video sequences from wherever we are. Thanks to this mobility, we've eliminated geographic limitations and no longer need to travel long distances."

Yves Troch, Troch Group General Manager.

Before 2009, Troch Group had no video surveillance system at all. Faced with a new surge in bank card fraud and theft, Troch Group decided to equip itself to be able to constantly monitor its activities and, in the event of theft, be able to gather supporting evidence to present to the authorities and seek compensation.

"We decided to equip all of our stores with video surveillance cameras. But with 20 stores, each with a 200 m² area to cover, we needed an effective, yet low-cost system. It also had to allow us to perform an evaluation remotely, due to the geographic distribution of the various points of sales and our regular travel," explains Mr. Troch.

SeeClic.com therefore installed 3 to 6 analog day/night cameras at each site and connected them to Axis video encoders. The installation teams spent 1 to 2 days preparing each location and installing the preconfigured equipment there. In just 12 days, all 20 Troch Group stores were equipped and the systems were in use immediately.

Thanks to SeeClic.com's software proposal, the company can store and view video sequences on a server with a 40-gigabyte storage capacity. In addition to the SeeView video wall, Troch Group opted for a new free solution offered by SeeClic.com, enabling them to receive e-mail and SMS alerts if motion or intrusions are detected and to view recordings from a smartphone.

SeeClic.com recommended AXIS 241Q Video Servers/Encoders. The encoder connects 4 analog video cameras and transforms them into high-performance, economical IP solutions. Thanks to the Axis products, images from analog cameras can easily be used, transmitted, and exchanged over the IP network with no loss of quality.

The full system, including installation, required an initial investment of only €1,000 for Troch Group (initial wiring and labor), because of the leasing setup. In fact, the company has signed on for 36 months with SeeClic.com, which leases its equipment as well as storage and viewing solutions for €140 per month per location. In this way, the project was able to meet the mandatory criteria for effectiveness and mobility, while keeping costs under control.

"Since installing these systems in our chain of stores, we've seen a significant reduction in inventory and cashier-related shrinkage, because the cameras have a real dissuasive effect. Thanks to the surveillance of our cash registers, we were recently able to help the police identify a person using a stolen credit card. We also appreciate the performance of the network video surveillance solution, because we can consult the video sequences from wherever we are. Thanks to this mobility, we've eliminated geographic limitations and no longer need to travel long distances", Yves Troch explains.

Today, Mr. Troch is convinced of the effectiveness of video surveillance and also plans to equip his own home to protect his personal property.

About SeeClic.com

SeeClic.com, a service of SSII TELESTRATEGIE SA, founded in 1987, offers a high-performance, low-cost online video surveillance service. The service can be used to view camera images and recordings from any computer with Internet connectivity, or via a compatible PDA/mobile phone or iPhone. SeeClic.com makes its clients' world accessible and visible in a simple way.

