

A brand for monitoring multi-brand stores.

Ktronix, the Colombian retail chain specializing in electronics, chooses Axis Communications and ISS for monitoring its stores with digital technology.



Organization:

Ktronix

Location:

Colombia

Industry segment:

Retail

Application:

Loss prevention, safety and security

Axis partners:

ISS, Lince Comercial, Tecpoint

Mission

Ktronix emerged in 1998 as the only big-box store in Colombia specializing in electronics and technology products. Over time, it has become the go-to source for consumer electronics, tech gear, accessories and supplies, and today the chain has 13 locations throughout Bogota, Medellin and Bucaramanga, as well as nationwide reach via its website. Ktronix became the leading technology store in the country even though it was using low-quality analog security cameras. For example, when printing photos for legal evidence, the images came out blurry. It then became apparent that although the system was inexpensive, it brought on other costs as a result of its poor quality.

Solution

With the rapid growth came concerns regarding the security of its customers and of products offered in the stores, prompting Ktronix to consult with its supplier, Tecpoint, who proposed the use of IP video surveillance technology.

Tecpoint recommended Axis, installing approximately 20 AXIS M3203 Network Cameras in each store, managed by software from Intelligent Security Systems (ISS), another Axis partner.

Result

The project, installed in six stores, guaranteed better image quality in order to assist in investigations, in addition to increasing archival storage capacity and allowing business managers to view live video over the Internet. As a result, Ktronix has plans to implement the system in another five stores and to soon have the entire chain monitored by Axis.

“It was crucial to be able to view stores at any location, at any time, without being present.”

Pedro Plata Hernández, Director of Security at Alkosto/Ktronix.

Analog is cheap. At first.

The analog closed-circuit television system (CCTV) used previously by Ktronix was itself incompatible with the company's own image. Its stores – with their cutting-edge design and modern, futuristic look – rely on the advanced technologies of all the brands it represents, however when it came to its own security cameras, it used to be a different story.

“Basically, the sharpness of the images was of inferior quality”, says Pedro Plata Hernández, director of security at Alkosto, the group responsible for the Ktronix chain. Challenges were faced on a daily basis. “When you went to print photos for legal evidence they came out blurry, and archival storage capacity was very small, so much so that there was not enough material necessary to carry out an investigation.”

However, replacing the cheaper analog cameras with IP was not so simple. “The change in technology represented something new for us”, says Plata. To accomplish this, the experience of systems integrator Tecpoint Electronic Security, an Axis partner, made the difference. “It was crucial to be able to view stores at any location, at any time, without being present,” recalls Plata.

Ktronix' platform can be monitored from mobile devices and personal computers using just a web browser and password, so that managers and operations personnel are able to remotely view what's happening in every store. Total integration of Axis cameras with SecurOSXpress V7.X software by ISS, one of the leading software developers of Video Management Systems (VMS) and video analytics, was achieved. “Web clients have been a key point of protection, eliminating the need to install applications on a PC or mobile device. One simply needs to sign in on a web page and provide authentication”, explains Daniel Mariño, National Manager of ISS in Colombia.

Mariño highlights other advantages of the ISS/Axis combination in retail: “The SecurOS solution eliminates situations related to theft and accidents. When searching for evidence from an incident, Axis cameras with SecurOS software provide the stores with the information necessary to resolve disputes, reducing legal and investigative expenses. Thus, Ktronix has standardized its security solution with the best combination available on the market: ISS plus Axis.”

In addition to improved image quality and the provision of a live view, a cost advantage of the system adopted by Ktronix was, according to Plata, “to have all images recorded on a centralized server with better image quality and a greater amount of archived footage”. For him, the amount of time saved from archiving or backing up with IP exceeded his expectations.

According to Guillermo Sandoval, corporate account manager of Tecpoint, “because the earlier systems were analog, the difficulty was in transmission of video to the central headquarters”. Now, every store relies on approximately 20 AXIS M3203 Network Cameras to provide coverage of entrances and aisles.

On the other hand, the ISS and Axis teams in Colombia have strengthened the confidence of both end customer and systems integrator, since they have made it very clear that they will always provide support on this as well as future projects. The result is that Ktronix has a reliable system available for reducing losses and providing security to its clients – a system that not only generates images, but is also in keeping with Ktronix's self-image.

