

Nisa Local store pioneers innovative security solution for smaller retailers.

AXIS Camera Companion provides superb flexibility, convenience and functionality for a retailer making the switch from analogue surveillance.



Organization:

Nisa Local

Location:

Birmingham, UK

Industry segment:

Retail

Application:

Loss prevention, safety and security, remote monitoring

Axis partner:

Defence Security

Mission

Axis led a proof of concept trial for a Nisa Local store in Birmingham (Nisa), in which Axis partner, Defence Security, was brought in to complete the fit-out and optimisation phase of the installation. The project formed the final stage of an innovations showcase for the Association of Convenience Stores, where Axis had successfully demonstrated the ways in which the AXIS Camera Companion package was ideally suited for smaller retailers.

Birmingham Nisa store owner, Rav Garcha, challenged Axis to expand the functionality of his store's current analogue surveillance set-up – including remote central monitoring, mobile accessibility, and the option to integrate cross-functional retail analytics.

Solution

Axis partner, Defence Security, installed a state-of-the-art surveillance system which incorporated AXIS Camera Companion for independent retailers.

Featuring 13 ultra-compact HDTV quality cameras that requiring no digital video recording (DVR) equipment and offering an easy to access intuitive management platform, the solution perfectly fit the store's security requirements, whilst providing ample scope for upgrades and expansion.

Result

Despite reducing the store's overall camera count, the new AXIS Camera Companion package has significantly increased surveillance coverage in-store, as measured against the retailer's historic analogue system. The phenomenal success of the installation at the Hockley store has resulted in the installation of a network video encoder at Nisa Broadway. Customer, Rav Garcha, plans to replicate the Axis system with the acquisition of more stores.



“We’ve been incredibly impressed with the entire AXIS Camera Companion package – from ease of installation, right through to the end product. We now have a bespoke surveillance setup and integrated analytics solution that will make a real difference to business profitability.”

Rav Garcha, Nisa store owner.

The most innovative solution available

Axis began working with Nisa store owner, Rav Garcha, after it was invited to attend an innovations showcase for the Association of Convenience Stores. One of four companies selected to pitch ideas for the workshop, the AXIS Camera Companion security solution was voted 'most innovative' by the audience and a three-person judging panel. Axis partner, Defence Security was chosen to incorporate the solution into the Birmingham Nisa store, following an initial proof of concept trial.

Perfectly designed for small business users

While the store already had an analogue surveillance system in place, the retailer was keen to embrace the potential of networked video. Dave Brown, business development manager at Defence Security, said: "The store's legacy system really wasn't fit for purpose. It often experienced faults and system failures and needed a wholesale upgrade. In comparison, the flexibility and image quality offered by Axis is streaks ahead. Even its smallest camera achieves two-and-a-half times the picture quality of most analogue systems."

As part of the store's upgrade, Defence Security replaced 16 conventional CCTV cameras with a range of Axis compact dome and fixed lens network cameras. Various featuring video motion detection, active tampering alarm, two-way audio and integrated passive infrared sensors, the cameras capture the entire store in full HDTV image quality. An inbuilt microphone and speaker system also allows staff to communicate directly with customers at the critical point of sale area in the store. The camera's superior image quality and reliability also means that footage is of evidential quality and certified for use in court.

Rav commented: "The great picture quality and advanced audio detection features are incredibly important. In the past, we've experienced armed robberies and several incidences of abusive behaviour and threats being made towards staff. Axis' cameras can be relied upon to not only see these incidents in perfect detail, but they can also hear and record what is being said."

Adapted to the retail environment

Using Axis' Corridor Format, the cameras records footage in a vertical aspect ratio, which is better suited for monitoring narrow aisles than traditional landscape formats. The systems is also fully open to future high-spec integrations that use surveillance data to analyse staff levels, peak trading hours, customer footfall and purchasing behaviour. Data can also be collated to inform staffing policy, store layouts and the relative success of special promotions or offers.

As space is always at a premium for retailers, a major advantage of the new Axis system is that it does not require DVR equipment and, unlike analogue equipment, can easily be scaled up or down according to the store's needs. Security managers can easily access and view live camera footage or download video files, either in-store, or remotely. As well as instant-access live view of the Hockley store, analogue camera feeds from Nisa Broadway (Worcester) have also been incorporated into the platform via the use of and Axis video encoder.

Rav said: "We've been incredibly impressed with the entire AXIS Camera Companion package – from ease of installation, right through to the end product. We now have a bespoke surveillance setup and analytics capability that will make a real difference to business profitability."



"The relationship between ourselves and Axis is really important for the customer to achieve the best solution. Axis has provided a great deal of technical support throughout this project," said Dave Brown, business development manager at Defence Security.

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