

Ripley department stores monitored by Axis cameras. Axis provides protection and security for the company's customers nationwide.



Organization:
Ripley

Location:
Santiago, Chile

Industry segment:
Retail

Application:
People counting, safety
and security, merchandising
and operations, loss prevention

Axis partners:
EyD, Milestone Systems

Mission

Ripley (Ripley Group Corp. S.A., Tiendas Ripley Chile Comercial ECCSA S.A.) is a Chilean-based multinational retail chain founded in 1956 that maintains operations in Chile, Peru and Colombia. It ranks with Falabella, Paris, and La Polar as a leader in Latin America's retail sector. Mall Costanera Center is the first phase of an ambitious real estate complex under construction in Providencia, a district within the greater metropolitan area of Santiago, Chile.

With a floor area of 268,000 m², Mall Costanera Center is one of the largest shopping centers in South America. Its 300 stores and businesses are distributed over seven floors with different themes, including services, a supermarket, fashion, sporting goods, food court and cinemas.

Solution

Ripley was the first Mall Costanera Center store to install Axis network cameras. To meet the store's needs, EyD installed 152 AXIS M3204, AXIS M3204-V and AXIS Q6034 Network Cameras) with image control enabled by two AXIS T8310 joysticks. The system was connected to Milestone XProtect® software so that the images could be displayed in the store's monitoring center.

Result

The system now in place at Ripley facilitates process monitoring, provides main display and remote backup imaging and facilitates people counting and motion detection.

"As a result of the strategic EyD - Axis alliance, the end customer now enjoys a robust, scalable solution that integrates state-of-the-art IP video solutions and is easy to replicate in the rest of its retail stores."

Rafael Dagnino, EyD Sales Manager.

High performance

- > Reliable product
- > High resolution
- > The leading brand on the market
- > Brand support
- > Pre- and post-sales support
- > Added value

Protecting the public

The implementation of an IP solution that integrated a large number of cameras represents a milestone in Chilean retail security. Ripley is benefitting greatly by the new level of security in its store, and can now monitor the safety of its customers and its staff via a remote display unit. Given the positive results of the security upgrade at this location, the chain has implemented a similar solution at its store in Concepción, Chile's second largest city, situated to the south of Santiago.

The cameras chosen for the implementation of this Axis solution have smart features such as enhanced video motion detection and camera tampering detection. Their fixed dome shape makes them ideal for unobtrusive indoor video monitoring and a perfect solution for places that require discreet and compact security equipment. HDTV monitoring is complemented by Axis joysticks, which are easy to configure and install and provide effective and accurate image control.

About EyD - www.eyd.cl

A leader in electronic security solutions, EyD is a company that is constantly making advances in the development of new technologies and always ready to offer the best solution for all their customers' needs. Its dynamic approach to security, investment in training and cutting-edge technology, and its team of professionals and technicians ensures that the company can tackle any project that involves electronic security. EyD offers turnkey solutions. It has a solid track record for delivering comprehensive solutions that meet its customers' requirements and providing preventive and/or corrective post-sales maintenance, upgrades, and ongoing support.

