

## Stopping theft at the supermarket. Axis network video monitors the Superconti supermarkets of Terni.



Organization:  
Department Stores  
Superconti S.p.A.

Location:  
Terni, Italy

Industry segment:  
Retail

Application:  
Loss and theft  
prevention

Axis partner:  
Elettrica 2005

### Mission

The Department Stores Superconti SpA, on the initiative of the Conti family in business since 1903, opened its first supermarket in the city of Terni in 1960, and currently has 38 operating units in shopping malls, department stores and supermarkets.

The management of Superconti Department Stores wanted to implement a high-quality video surveillance system to reduce theft and shoplifting.

### Solution

Superconti Department Stores entrusted the design and implementation of video surveillance for two new stores in Terni to the company Elettrica 2005, which had already managed the operations of the company for several years. Terni's System Integrator is a new and reliable structure dedicated to continuous research into new technologies in the industry, so as to better meet their customers' needs.

### Result

Elettrica 2005 managed to meet the security needs of the Superconti stores by using an Axis IP-based video surveillance system comprised of 95 network cameras of different models to meet specific needs, and installed in a 4,500 square-meter area.

"IP video surveillance is a new solution for us and for our supermarkets. We wanted to try installing network cameras in the two new stores, and we're also considering implementing them in the other 36 stores, because we believe that, besides security and safety, they can provide valuable assistance in loss prevention and the identification of shoplifters."

Massimiliano Conti, Marketing Manager of Superconti.

### The daily battle against shoplifters

The Superconti stores located between Umbria and Lazio already had a traditional security system in place, characterized by analog cameras, manned surveillance and electromagnetic fields, but for the two new stores in Terni, the management wanted more. "To effectively conduct the daily battle against theft and shoplifters, which have increased due to the economic crisis, these systems are no longer sufficient. Defending against theft and shoplifting is becoming increasingly difficult. To prevent loss and identify thieves requires the use of newer technologies able to offer tangible results and images that are truly useful for positive identification and evidence," says Massimiliano Conti.

The first Superconti with an IP video surveillance system opened its doors in June 2009, with the second following in September 2009. Elettrica 2005 installed 61 Axis network cameras in the first store and 34 in the second, using different models, depending on the needs of the different areas to be monitored.

To monitor the sales areas, AXIS 207 and AXIS 207W Network Cameras were installed. "The cameras had to be not too invasive of the privacy of customers or disruptive to their purchasing processes. With that in mind, I proposed to my client these two models, each of which offers very high image quality combined with a very discreet design. They can fit in the palm of your hand," says Ivano Mazzanti, General Manager of Elettrica 2005.

To safeguard the areas most at risk of shoplifting and petty theft, such as the perfumes area, wines, and cashiers, AXIS 209MFD Network Cameras were installed. Their compact design and ability to adjust the angle of the lens, and the horizontal position of the video camera makes them ideal for conducting discreet surveillance and identifying persons and objects, thanks to its 1.3-megapixel sensor.

"The flexibility of these cameras allowed us to install them on the ceiling and walls of the supermarket simply and quickly. The support for PoE considerably simplified the installation, allowing us to mount them in any location without the need for power outlets nearby," says Mazzanti.

Finally, to implement security in the indoor and outdoor parking areas that the two supermarkets provide for customers and employees, AXIS 209FD-R was chosen. In addition to ensuring high-quality images with progressive scan technology, it is a compact network camera suitable for the most hostile environments, and its housing is tamper-resistant and able to withstand high humidity, dust and extreme temperatures. "In addition, AXIS 209 FD-R has a tampering alarm, which is fundamental for stopping those shoplifters who are used to escaping even the most advanced surveillance systems," specifies Mazzanti.

The Axis network cameras were positioned at strategic points in the business to monitor the areas and record continuously, 24/7. The images are stored for three days before being overwritten. The two control rooms have two servers, one to control the cameras in the garage, the other the sales areas, and they are located at the information desk of Superconti. Access is granted only to the store manager, who has the ability to control the IP cameras in real time, while remote access and downloading of recorded images can only be done by Elettrica 2005.

"I'm satisfied with the newly installed Axis video surveillance systems. The proof is that Superconti has expressed the intention of integrating IP cameras into other stores. I chose Axis as a partner for its excellent price-quality ratio, but mainly for the high level of performance," says Ivan Mazzanti, General Manager of Elettrica 2005.

