

Always in the right rhythm with AXIS Camera Station and musical equipment retailer Thomann.

The largest retailer of musical instruments relies on Axis network cameras in its warehouse, its outdoor area and its showrooms.



Organization:

Thomann GmbH

Location:

Treppendorf near
Burgebrach, Germany

Industry segment:

Retail

Application:

Safety and security,
customer service, logistics
monitoring

Axis partner:

Bechtle AG

Mission

Thomann GmbH, a family-owned company, is Europe's largest retailer of musical instruments, selling its products to over 6 million customers. As a professional, the company aims to provide top-notch advice and customer service to its customers, whether their instruments are for solo artists, bands, DJs or orchestras. Sales take place online and in a 6,000 m² store in the Bavarian town of Treppendorf. Thanks to the company's huge success, the showrooms have been expanded continuously over the past 60 years. Individual theme worlds have been created, which often have "blind spots". Cameras provide valuable images here. Another field of application is the extensive warehouse, which contains about 80,000 products at 18,000 pallet storage locations.

Solution

A professional video security system is needed to monitor and ensure the security of both the warehouse and the showrooms. In the showrooms, the cameras enable the staff to see where in the vast area the customers are located so they can go to them and provide service and advice.

In the warehouse and the packing area, the cameras serve as extra eyes to help monitor logistics processes. In addition, there are cameras in the outdoor areas to secure the accesses to the building. For its video management software, Thomann uses AXIS Camera Station, which combines with the cameras to form a perfect fit.

Result

Currently, more than 120 cameras are in use, managed by AXIS Camera Station software. This makes the search for the relevant video images quick and uncomplicated in the event of an incident. New camera setup is simple, and done with just a few clicks. With a growing company like Thomann, this guarantees further scalability. The security cameras are located indoors in the warehouse and the showrooms, as well as in outdoor areas. The addition of more cameras is being planned to ensure security and further optimize service.



What began as a small business in 1954 is now an international company with both online shopping and a store in the Bavarian town of Treppendorf near Burgebrach, Germany. Thomann GmbH is family owned and is the largest retailer of musical instruments in Europe. The Company has an inventory of 80,000 products in its warehouse, and up to 25,000 packages are shipped out each day during the Christmas season. The family credo – passion for music – has been the guiding star throughout the Company's history. At present, more than 1,200 employees provide professional advice. Whether it is the person's first musical instrument, a unique violin for a professional, or a state-of-the-art mixer for the DJ scene, Thomann has specialists for each individual musical instrument who are ready to provide sound and honest advice.

A particular highlight is the simulation room, where any musical situation can be simulated. Does the customer want to know how the instrument would sound in a concert hall or in a church? No problem. In addition, trained employees tune each individual musical instrument before it is delivered to the buyer.

As a musical instrument manufacturer, you can also present your product to potential buyers in the amphitheater. You are then also given the option of making these melodious presentations available on the internet.

Improved customer service with network cameras

Historically, the showroom has grown steadily over the past few decades, with additions, conversions, and subdivisions into individual theme worlds. For this reason, there are areas that are difficult for the staff to keep an eye on. To remedy this, Axis cameras have been installed to enable employees to see when customers are in these areas.

This not only facilitates the work of the sales staff, but also improves service and thereby increases customer satisfaction. Thomann's aim is to make the customer's time in the showrooms as pleasant as possible, including the opportunity to look at the products in peace. Thanks to the cameras, the sales staff can see whether the customer has already been approached by another salesperson.

Another challenge is the occasional credit card fraud, which can now be quickly investigated thanks to detailed video images. The cameras in the warehouse and at the packing stations ensure that the process runs smoothly. The cameras act as extra eyes in the logistics area and monitor whether the transport boxes travel from A to B as required. Up to 25,000 packages are shipped out each day during the Christmas season. A coordinated and flawless process plays a key role in achieving this. Thomann is also planning to expand the security system with an automatic alarm that is triggered when a transport box does not take the prescribed route.

The cameras also record the packing process. In the event of a damage or loss claim by the customer, Thomann can then quickly see whether the product was correctly packaged, and whether a part was lost during transport or is in the box and simply overlooked by the customer.

Video management software delivers video images with just a few clicks

In certain cases, it is important to have access to a professional video management system that is easy to operate. For example, if there is a theft the relevant video images must be made available quickly and without great effort.





Thomann has recently begun using AXIS Camera Station 5. This system has been developed specifically for the needs of small and medium-size businesses and is in use worldwide in over 50,000 installations. The advantage: AXIS Camera Station increases system reliability since the software works well with the wide range of network products from Axis and their features. A setup assistant with automatic camera recognition facilitates installation. Thus, the video surveillance system is ready for use within minutes. In general, the software offers simple and intuitive operation. Another advantage is the Mobile Viewing app, which enables the user to retrieve video images remotely, without having to be directly at the scene.

Conclusion

Axis network cameras support the sales staff in the showrooms and deliver an overview of the processes in the warehouse and the packing area. Thanks to AXIS Camera Station video management software, the musical equipment retailer can quickly and easily access video images. In addition, Thomann plans to use additional cameras, some with intelligent applications, to further optimize service and security. For example, because the company is so pleased with their experiences, they plan to use Axis hardware and software in the upcoming construction of a new building.

“As a family business, it is important to us to continue delivering a high level of quality and professionalism. This includes a professional security system. In addition to security, we are also optimizing our customer service. Many of our customers travel from far and wide and spend the whole day at the store. Thanks to the cameras, our sales staff can see when a customer needs help and when they want to test microphones or listen to speakers. We look forward to further application possibilities with the cameras.”

Stefan Thomann, Head of IT at Thomann GmbH.



About Axis Communications

Axis offers intelligent security solutions that enable a smarter, safer world. As the market leader in network video, Axis is driving the industry by continually launching innovative network products based on an open platform - delivering high value to customers through a global partner network. Axis has long-term relationships with partners and provides them with knowledge and ground-breaking network products in existing and new markets.

Axis has more than 2,600 dedicated employees in more than 50 countries around the world, supported by a global network of over 90,000 partners. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ Stockholm under the ticker AXIS.

For more information about Axis, please visit our website www.axis.com.