

Skult's salons are 'a cut above' with Axis cameras.

Network-based video surveillance brings secure and relaxed environment.

**Organization:**

Skult

Location:

Sweden

Industry segment:

Retail

Application:

Loss prevention, safety and security

Axis partners:

GH Data, EET Europarts, Milestone

Mission

Hair salon chain Skult has eight salons across Lund, Malmö, Jönköping, Växjö and Stockholm, as well as a hairdressing school, Skult Education. To increase staff and customer security and reduce the risk of theft and robbery, Skult decided to install cameras in their salons. Skult wanted a fully flexible solution with the best possible image quality; a solution that was not only cost effective but also easy to install and use. Skult also needed the ability to monitor footage of all their salons remotely to ensure uniformity of displays and other interior environments.

Solution

As Skult wanted a single provider for both IT and camera equipment, it chose its current IT installation engineer, GH Data to install the surveillance system. Network-based cameras were the obvious choice because they met the requirements for ease of installation, high image quality, flexibility, scalability, and central administration which were important due to the locations of the salons across the country.

Result

Skult has a total of 11 cameras in use: one camera for each salon, one at the hairdressing school and two at the central warehouse. It now has a solution that is easy to use with high image quality, and has resulted in improved security and a safer working environment for staff and customers.

The main advantage is that HDTV quality video is available if incidents occur which allows for quicker identification issue resolution.

Skult can also easily ensure the consistency of salon design and displays across all its Swedish sites.

“We work almost exclusively with Axis’ high-quality cameras, since they are easy to install and configure, require minimal support and have unique image quality. Axis is a camera manufacturer you can trust, which is important for us when we put our reputation on the line and guarantee the quality of the systems we install at our customer’s premises.”

Omid Ghannad, founder and owner of GH Data.

Increased safety and a stylish design

Hair salon chain Skult was founded in 1996 by Maria Jörgensen. Unfortunately the company was experiencing problems with theft of, amongst other things, hair care products. Maria Jörgensen wanted to be able to reduce theft by monitoring and following up on incidents. She wanted to ensure that all deliveries of hair care products were received at the cash register in each salon and also wanted visible security cameras to act as a deterrent in order to reduce the risk of robbery.

The camera system needed to be easy to install and had to integrate with existing IT infrastructure. Maria Jörgensen wanted to be able to monitor and administer the camera system centrally and also remotely, using a computer, cell phone or tablet, regardless of which salon the individual cameras were located in.

“The camera system is very easy to use and the image quality is excellent. The cameras have a stylish design and so fit in well at our salons. We are really pleased,” said Maria Jörgensen. Skult immediately receives a notification if an incident occurs and it can then view images from the cameras no matter where they are located across its salons. Thanks to remote access, Skult can also take the necessary action exactly where it is needed.

Cost-effective, total solution

Skult had previously worked with IT installation engineer, GH Data, which was commissioned to also provide a surveillance solution.

“As an IT installation engineer, it’s great to be able to offer a total solution that includes surveillance cameras. Smaller companies often choose a provider that has expert knowledge of both security and IT,” said Omid Ghannad, founder and owner of GH Data.

GH Data installed the AXIS M3005-V Network Camera, a wide-angle camera that supports HDTV 1080p and 2MP resolution, and Milestone Systems’ software for small installations, Milestone XProtect®, in both the salons and hairdressing school.

AXIS M3005-V has a very discreet design and is able to monitor the entire area of each salon from a single point, including the products, cash register area and also the entrances. GH Data added features such as ‘masking’ individual points so customers’ faces would not be visible on film, as well as improved motion detection ability. The ‘masking function’ also saves bandwidth making the system even more efficient.

At Skult’s warehouse, an AXIS M3007-P Network Camera was installed inside the premises and an AXIS P1344-E Network Camera was installed outside. The AXIS M3007-P is a discreet wide-angle camera that provides a view of the entire storage space. AXIS P1344-E is a very light-sensitive HDTV quality camera with day and night functionality. Adjustments, upgrades and support to the security solution may be administered remotely and GH Data stores video footage in a secure saving time and money for end users as well as installation engineers.

All employees at GH Data have completed Axis’ training in network video.

“The Axis Communications Academy provides an excellent foundation of knowledge about camera technology, image optimization and installation. I would recommend anyone working with cameras to enroll on a course at the Axis Communications’ Academy,” said Omid Ghannad.

Safer working environment, reduced loss

After installation of the camera system, there have been fewer thefts at the Skult’s salons. Maria Jörgensen is able to oversee product deliveries to ensure that they are handled in a secure manner.

“Our hair salons are a much safer and relaxed environment for staff and for our customers who come in to get their hair cut,” concluded Maria Jörgensen.



[SKULT]



**EET
EUROPARTS**

