

Stock losses significantly reduced at Tractamotors with new Axis system.

Axis and Encom help transition automotive company to a high-spec digital platform.



Organization:
Tractamotors, Ltd.

Location:
Cavan, Ireland

Industry segment:
Retail

Application:
Safety and security

Axis partners:
Encom, Milestone

Mission

Tractamotors operates an automotive servicing business and DIY hardware shop in Cavan town, Ireland. The auto service area was covered by a legacy analogue system, protecting staff and monitoring health and safety. Wanting to transition the site to a digital surveillance system, Tractamotors asked Encom and Axis to deliver a feature-rich security solution that maximised image quality and coverage for external areas and helped reduce stock loss in the DIY hardware shop.

Solution

48 Axis network cameras were installed across the site, as well as Milestone XProtect® for fast and efficient location of footage. To reduce cost, Tractamotor's legacy analogue cameras were incorporated into the overall solution via an Axis video server. All entrances, exits and high-traffic areas are effectively monitored 24/7, which can be accessed remotely via PC, Mac and mobile devices.

Result

Coverage across the site was increased by 80 per cent and stock loss in the retail arm of the business has been reduced by 60 per cent since the new system was installed. The solution developed for Tractamotors by Encom and Axis has proved so successful that further improvements are now being considered, including an upgrade to the EPOS system in the retail hardware outlet that would allow for further integration with cameras covering key points of sale. The installation of additional wireless, mobile cameras are also being investigated to make the system even more flexible and provide extra surveillance coverage for temporary promotion areas.

“We’re very happy with the system. Stock control is much more robust and the overall security of the site has been tightened up considerably. Axis and Encom will be our first port of call for any future solutions.”

Ciaran Murray, IT manager at Tractamotors.

A truly digital IP-based system

The Tractamotors retail site sits on 2½ acres at the busy intersection of the Dublin to Galway trunk road. The site consists of an administrative area, garage, retail hardware store and trade yard, as well as a small agricultural machinery division. The premises receives a lot of customer traffic, as well as frequent supplier deliveries, which all require close surveillance monitoring. The retail hardware and machinery divisions of the business are particularly vulnerable to theft and vandalism.

After investigating an upgrade to the site's current analogue system with a hybrid digital video recording package and field testing a number of different network camera models, Tractamotors decided to make the switch from analogue to digital. Ciaran Murray, IT manager at Tractamotors, explained: “We looked at other solutions but, in the end, decided that we wanted something truly digital. Encom's proposal, using Axis network cameras and Milestone XProtect® was the perfect solution.”

Increasing camera coverage

Over 40 AXIS M32 Series fixed dome network cameras were installed in the hardware retail area of the business in order to minimise stock loss and reduce incidents of theft. Encom integrated elements of the legacy analogue system into the new IP solution with the use of Axis video encoders.

Coverage in the store area was increased from 25 to 80 per cent with the new Axis cameras and incidents have been reduced by an average of 60 per cent overall. “The main priority,” said Ciaran, “was to reduce pilfering in the store area and increase camera coverage, as our previous system only protected limited high-risk zones. As we were still fairly satisfied with some of the co-axial cameras, we were pleased that they were able to be incorporated into the overall solution.”

One particular challenge was that the shop floor has lots of aisles, obscured by shelving, with no clear field of view. To overcome this issue, Axis' Corridor Format was used in conjunction with the AXIS M3204 Network Camera to rotate the video's aspect ratio to a portrait view, therefore, maximising the view and resolution of the camera's image sensor and improving picture quality.

Recording 24/7

Camera count was also increased in other parts of the site, to address health and safety concerns in the tyre and refitting sections of the business. Additional external areas also needed cover for general security outside of working hours. John Morgan, managing director at Encom, said: “Tractamotors' premises is a large open site. They wanted broad coverage, good visibility and to be safe in the knowledge that their surveillance system was recording 24/7.”

In total, 48 Axis network cameras were installed across the site in conjunction with a Milestone XProtect® system, installed on an Encom network video recorder quad core server. Site entrances and exits are closely monitored so that managers can keep an eye on stock deliveries and any unauthorised out-of-hours access. “If an alarm should be activated when I'm off-site, I can simply check the live camera feed on my iPad, to see what's going on”, Ciaran added.



“Axis offers a broad range of products to cover most scenarios, so we can typically find an Axis solution – whatever the problem. Axis cameras also integrate extremely well with Milestone XProtect®, providing flexibility and scalability for the system as a whole.” John Morgan, managing director at Encom.

