

Russian chain of duty free shops installs a modern CCTV system incorporating Axis network cameras.

Yunimaks provides a modern IP CCTV system for RegStaer's duty-free shops at Vnukovo airport.



Organization:
RegStaer's Duty Free

Location:
Moscow, Russia

Industry segment:
Retail

Application:
Loss prevention, store
management, safety and
security

Axis partners:
Yunimaks, ITV

Mission

The opening of RegStaer's new duty-free shops required not only the installation of cameras to provide security for the sales area and display cases, but also the creation of a single CCTV security system that would serve the entire firm. A key objective of this project was to provide continual monitoring of checkout counters. The project involved the installation of CCTV systems in five new shops and the upgrading of the security systems of three existing shops. In addition to providing security for the shops and their merchandise, the cameras had to fulfill an important marketing function as well: assessing and analyzing customer traffic.

Solution

Given RegStaer's desire to have a unified security network for its duty free shops, Axis network cameras and ITV's Intellekt software were the natural choice for this IP CCTV installation. Prior to the installation of Axis equipment, the analog CCTV systems in the chain's three other shops were removed.

AXIS P1344 Network Cameras now monitor checkout counters in RegStaer's shops. Surveillance of the retail floor is done using AXIS P3344 Network Cameras, which blend unobtrusively into the contemporary interior design of the new retail spaces.

Result

With the completion of this project, the client now has a unified IP CCTV system that covers all its locations throughout the airport complex. To date, this system employs almost 200 IP cameras, over 150 of which are installed in duty free boutiques, and the remainder provide security for RegStaer's warehouse and office, which are also located at Vnukovo airport.

The combination of AXIS P1344 Network Cameras and Intellekt POS software gives the company an efficient tool for monitoring checkout counter activity in their stores. To facilitate effective surveillance, continuous monitoring, and efficient response to incidents, a separate operator station was created.

"For over four years, Axis cameras have been reliably operating in dozens of RegStaer's duty-free shops. When we open new branches, we always use the newest generation of Axis products, and every time we purchase new equipment, we can see significant advances in the firm's technology. This allows us to continually improve the quality of images we work with and enhance the security of our new shops."

Aleksandr Eloi, RegStaer Group IT department head.

Site characteristics

Vnukovo international airport is one of the largest air transport hubs in Russia and currently in a phase of active development. Its expansion and modernization, which includes the construction of new terminal buildings, was bound to come to the attention of RegStaer, a leading operator of duty-free outlets.

RegStaer shops sell the full range of goods usually offered in duty-free outlets: alcohol, perfumes and cosmetics, jewelry, tobacco and confectionery, clothes, accessories, watches, and travel essentials. Although each of the company's shops follows a unique floor plan and design, their security systems must be unified and fully up to date.

This project was implemented by Axis partner Yunimaks, a member of the local systems integration group entrusted with the installation of product packages from Axis and ITV Retail Solution.

Checkout counter security

Statistics indicate that the majority of incidents in retail outlets occur at checkout counters. These may involve everything from petty theft committed by employees and robbery attempts to disputes between sales clerks and customers. Therefore, ensuring the security of checkout counter activities is a very important element of the multi-faceted security operations of any retailer.

One of the most effective measures for overseeing checkout counter activity is the use of POS-Intellect checkout counter monitoring systems. This system is capable of receiving textual and situational information from payment terminals, synchronizing it with video images, and presenting it in a way that facilitates analysis.

The Axis system installed in RedStaer's duty-free shops enables security employees to carry out custom searches to obtain information about specific transactions. Thanks to Axis technology, RegStaer now has an invaluable tool for analyzing employee performance, investigating incidents, and detecting incidents of petty theft. Footage from the system's video archive not only provides clues useful in criminal investigations or as evidence in court, but also serves as documentation that can be used in resolving disputes between employees and customers.

Marketing analysis

Security is not the only reason to install cameras backed by a powerful analytical system in retail spaces. CCTV systems also help modern retail outlets analyze customer traffic.

Camera footage can help identify high-traffic points as well as the popularity of specific items and whether or not they are located where customers can find them easily. When properly used, this information facilitates the optimization of a retail space: the arrangement of items displayed on the shelves can be adjusted, the retail floor can be redesigned to avoid bottlenecks, and the shop can be made more convenient for customers. Experience shows that taking such measures can boost a shop's financial return by 10% or more, which is a substantial increase in the retail sector.

Roman Andreev, General Director of Yunimaks, observes, "Yunimaks' main objective is to install a system which meets all our client's needs and is flexible, multi-functional, and modern. Axis products, which we have been using in our projects for over five years, meet all these criteria."

