Axis network cameras prove the value of high reliability and low maintenance.

IP-Surveillance solution monitors staff and guests to increase security and the smooth running of busy restaurant chain.

Organization:
Brewerkz, Menu Pte. Ltd.

Location:
Singapore

Industry segment:
Hotel/Restaurant

Application:
Safety and security, restaurant management

Axis partner:
iEcoSystems

Mission

Launched in 1997, Brewerkz Restaurant and Micro-brewery is an iconic haven for scrumptious American fare and freshly brewed beers. Initially modeled after similar concepts in the United States and Canada, this full-service restaurant has gathered a cult following of beer enthusiasts.

The management team at Brewerkz restaurants in Singapore was experiencing high maintenance with their original analog camera system, which needed replacement every year as the screens stopped functioning at optimal level. They were also concerned about staff theft and the smooth running of their busy restaurants.

Solution

iEcoSystems designed an IP-Surveillance system of Axis network cameras through three Brewerkz restaurants that were then installed by the restaurant team. These cameras monitor highly sensitive areas such as the cash registers, staff rooms, bars and dining areas, to ensure smooth service to patrons.

Result

The new cameras don't need replacing as the images are crystal clear and do not deteriorate over time, resulting in huge financial savings for Brewerkz. The table monitoring also ensures that staff are more productive and patrons experience better customer service as they are tended to immediately - tables are cleared quickly and turned over faster, resulting in a higher customer turn-over for Brewerkz.

Analog cameras a drain on resources and costly to maintain

Located in three prime locations around Singapore, Brewerkz touts itself as the perfect hideaway from the hustle and bustle of city life. Its casual atmosphere with pool tables, dart boards and colorful chalkboards, make the restaurants a sanctuary for chilling out and relaxed dining. Sports enthusiasts can also catch their favorite games on the large screen televisions while enjoying their desired brews.

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> "The Axis cameras last at least three times longer than their analog predecessors and they also have two and half times longer warranty. In my opinion, they are far more economically viable than the old analog cameras. The image is crystal clear and the maintenance costs like replacing power outlets are gone forever."

Timpoh Chan, Brewerkz Finance and IT Manager.

The largest of the three restaurants – the Riverside Point location – seats 240 patrons indoor and over 300 alfresco. The other two locations – Bukit Timah and the Indoor Stadium – seat 85 and 250 respectively. With such a large number of patrons passing through the three restaurants, the management team at Brewerkz had been using analog cameras to monitor both patrons and staff at the more sensitive areas of the venues, such as the cash registers, staff rooms, the bars and the dining areas. However, the cameras being used were a major drain on Brewerkz resources.

Timpoh Chan, Brewerkz Finance and IT Manager explained, "the analog cameras we had installed produced decent images for about six months, then the screens became unclear and we ended up having to replace them every one-two years. The power adaptors were also very costly and had to be replaced every year. The warranty period on the cameras and adaptors were very short so replacing them became a very costly exercise.

"The other issue with the analog cameras was the amount of cables. The cameras used one cable to connect to power and then another cable for video. Having this amount of cables around the restaurants looked unsightly, not to mention the wiring costs!" he continued. "The abundance of cables and the need to plug the cameras into power outlets also meant that moving the camera locations around, even if we wanted to, was near impossible."

Going digital

In an attempt to keep costs down, Brewerkz looked for a more economically friendly solution. Axis partner iEcoSystems came to Brewerkz and provided a total cost of ownership comparison between conventional analog cameras and Axis network cameras. They also gave Brewerkz a product demonstration of the superior capabilities of the Axis cameras, information on the required infrastructure to support the solution and a full hardware staging and configuration for the Axis cameras and other network infrastructure.

The new security solution was designed with nine to 13 cameras per site, with a total of 42 cameras across the three locations. AXIS 211 Network Cameras were employed for the outdoor areas, with a mixture of AXIS 211A and AXIS 210A Network Cameras for indoor monitoring. Brewerkz also installed AXIS 209FD Network Cameras, designed for discreet indoor surveillance, together with AXIS P3343-VE Network Cameras throughout the restaurants. Once the solution was designed by iEcoSystems, the Brewerkz team then installed the cameras themselves, a testament to the cameras' ease of use and saving them serious dollars in installation costs. Cameras were set up so the management team could very easily monitor highly sensitive areas such as the cash registers and the staff rooms, discouraging theft from both staff and patrons and ensuring staff productivity is kept at a maximum.

All of the Axis cameras selected by Brewerkz significantly reduced the cabling requirements and installation costs as they come with built-in Power over Ethernet, enabling power to the camera to be delivered through the same, single network cable. "Other than the ease of installation the single cable provides, it's also a lot easier and cheaper to wire and looks much neater and nicer in the restaurant."

Monitoring ensures high productivity and customer service levels

Brewerkz also use the cameras to ensure that the business runs smoothly; "While initially these cameras were set up to monitor staff and patrons and reduce the instances of theft, we also found that it helps us run the restaurants much more smoothly as we are able to loosely monitor the tables at all times. This means we can see immediately when people sit down, leave or finish a meal, without having to walk out onto the floor. This not only ensures that we provide our patrons with a high level of customer service, but on busy nights, that we ensure the table turnover happens quickly and we can seat more patrons in one sitting." said Chan. Most importantly, even though the new Axis network cameras were more expensive for the original outlay than the analog cameras, the low maintenance requirements make the total cost of ownership much lower.

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