

## JCB monitors Brazilian factory using Axis cameras. Two million square foot factory in Sorocaba uses HDTV video surveillance.



Organization:  
JCB

Location:  
Sorocaba, Brazil

Industry segment:  
Industrial

Application:  
Remote monitoring,  
production management

Axis partners:  
Betta Group, Delta  
Cable, Digifort

### Mission

British company JCB is a worldwide leader in the manufacture of equipment for the construction industry. The company chose Brazil as the home for a new factory, at a cost of US \$100 million—the largest single investment in JCB history. Located in Sorocaba, 60 miles from the state capital, the facility occupies 50 acres and has 430,000 sq ft of built area. The customer required a high definition video surveillance project to monitor the whole area.

### Solution

Betta Group, an Axis partner, designed a project for the JCB factory using HD video surveillance cameras supplied by Delta Cable. Ten outdoor-use cameras from Axis' Q-line were used, including seven AXIS Q6034-E and three AXIS Q1602-E Network Cameras. To monitor indoor areas, the system uses six AXIS M1054 and one AXIS M3204 Network Camera. All 17 cameras are managed by Digifort Professional software, from Axis partner Digifort.

### Result

The Betta Group video surveillance project, using Axis cameras, fully met JCB's expectations in maintaining their standard of 100% IP devices in the factory, for ease of access and management. The surveillance covers all areas of the outdoor yard, parking lots, logistics facilities, the lake, and the building facade, which has minimal lighting. Images are used not only to ensure asset security but also for third-party monitoring, cargo handling, construction projects in outdoor areas, and for on-the-job safety (Internal Occupational Safety Board, or CIPA, for its initials in Portuguese).

"We are pleased with the equipment reliability and ease of configuration and operation with the Axis products."

Fabio Kruse, IT Manager, JCB Brazil.

### Practical test

One concern that arose early in the project was in relation to data traffic on the network - and how it would reflect in system performance. To answer this question, the Betta Group conducted some simulations with the technical support of the distributor, Delta Cable. The simulated situations included items such as filming time and information aggregation.

"This simulation proved to JCB that, given the architecture of assets and the quality of materials in the optical backbone, performance would remain unchanged," said Fabio Petrere, Betta's technical and sales manager. Then, JCB requested a study to gauge the size of the storage needed. Betta calculated that the amount of information for up to 45 days would be 1 Terabyte.

### Prestigious opening

The opening of the new plant in Sorocaba saw a visit from UK Prime Minister David Cameron, who pointed to the expansion of JCB in Brazil as an example for other British companies. On that occasion, the company's owner, Sir Anthony Bamford, said "South America represents a huge growth opportunity for JCB, and our investment in a new plant is critical if we want to have even more success in a major market like this."

