

AVILON car dealer – safety and security at the ultimate level. Erano BS and Axis provide the highest safety level for AVILON car dealer.



Organization:
AVILON car dealer

Location:
Moscow, Russia

Industry segment:
Retail

Application:
Loss prevention, safety
and security, merchandising
and operations

Axis partner:
Erano BS

Mission

The video surveillance solution for AVILON Car Dealership Group had to meet the following requirements: surveillance for lobby (with detection of vandalism and robbery), 24/7 surveillance for parking lots, surveillance for the repair bay, and recording of incidents in format suitable for crime evidence and government authorities.

Solution

According to the above mentioned customer requirements, the video surveillance system required megapixel IP cameras offering not only highly detailed images, but also meeting usability requirements. For indoor surveillance in showrooms, service & repair bay and acceptance and pre-sale preparation rooms, AXIS P3344, AXIS P1344 and AXIS 215 PTZ Network Cameras were selected. For outdoor surveillance, AXIS P3344-VE Network Cameras were chosen. As planned, they had to be flush-mounted to the ceiling or installed using mounting brackets and adapters to building corners, walls and poles.

Result

After implementing the new video surveillance system, AVILON related that robbery and incidents of vandalism were significantly reduced, and claims regarding car technical maintenance were reduced as well. As a result, the implementation appears to be mutually profitable. In the future, the customer plans to further expand the video surveillance system by installing additional cameras in new facilities that are currently under construction: new car showrooms and a new parking lot.

"Our new video surveillance solution offers great business advantages, including supervision of manager activities and their relations with clients, visitors counting, heat mapping for better car allocation and no 'bottle necks'."

Igor Yankevich, Deputy Director, IT Group, AVILON car dealer.

Security surveillance

AVILON Car Dealership Group is one of the biggest car dealers offering Rolls-Royce Motor Cars, Mercedes-Benz, BMW and MINI, Volkswagen, Ford and Hyundai cars. There are specific challenges every day for a car dealer – many valuable assets belonging to the company and its clients value in the hundreds of millions. Therefore, car dealers always represent an attractive target for criminals.

Video surveillance can facilitate not only in crime investigations, but also prevent such incidents from taking place. A high quality image may represent invaluable evidence and greatly facilitate field investigation, while alarm signals sent by cameras can enable security personnel to seize a criminal before he or she runs away.

Video surveillance also plays a preventive role. When a perpetrator sees a surveillance camera, this fact may deter him or her from car theft or vandalism.

The customer is always right

The first law of marketing, "the customer is always right", is not only driving force, but also in many situations a "headache" for the merchant. Many car owners are afraid that service engineers may be careless and damage the car in repair. As a result, conflict situations may arise because car owners cannot stay in the repair bay during service as it is prohibited by safety regulations.

Video surveillance systems may easily solve this problem, too. With PTZ cameras installed in repair bays, clients can relax in comfort in the waiting room and see on public monitors how their cars are being serviced by service engineers.

As practice shows, this business service not only significantly reduces claims and reclamations regarding car servicing, but also offers confident evidence in case of conflicts. In addition, the presence of cameras in the repair bays stimulates service engineers and workers to be more careful and accurate.

What are the needs of a car dealer?

The video surveillance system must be effective and reliable, and provide very accurate and up-to-date information together with highly detailed images. Nowadays, this can be provided by megapixel IP cameras. Optimum surveillance solutions include an ideal combination of different cameras: dome cameras with wide angle lens give an overview and detect suspicious events; standard HDTV cameras provide highly detailed images for critical areas; PTZ cameras with zoom lens allow tracking of visitors or personnel. Also, PTZ cameras are an ideal choice for a forced continuous recording in case of conflict situations.

A video surveillance system is a part of the business process, featuring its own investments and total cost of ownership. Today, IP surveillance offers a very cost-effective solution. A properly installed megapixel IP camera can replace 4 analog cameras and an IP solution allows significant reductions in installation costs since it can use an existing cable network.

