

Changing suppliers.

D'Avó supermarket chain drops analog video surveillance systems and plans to use video analytics.



Organization:

D'Avó Group

Location:

Itaquaquecetuba, Brazil

Industry segment:

Retail

Application:

Loss prevention, safety and security, merchandising and operations

Axis partners:

Digifort, Contec

Mission

When they were planning to expand their chain of supermarkets, the D'Avó Group – which also operates in the real estate, shopping center, financial and advertising sectors – decided to modernize its system of video surveillance cameras, which until that point consisted of analog equipment only. The company was looking to incorporate more modern products that offered superior image quality. It also wanted a way to remotely monitor its stores, to prevent losses through the use of mobile phones, taking advantage of the existing network structure. But they were afraid that the PTZ function on IP cameras was inferior to that of analog cameras.

Solution

After Contec developed the design and conducted tests in the Axis Communications showroom in São Paulo, the final solution entailed installing an advanced video surveillance system consisting of 113 HD and Full HD Axis cameras in a new D'Avó supermarket in the city of Itaquaquecetuba, in São Paulo.

The system allows complete store monitoring using software developed by the Brazilian company Digifort.

Result

The project was approved for expansion over the entire network, including pharmacies, gas stations and shopping malls. After Itaquaquecetuba, the digital video surveillance system was installed in the Vila Oratório store in São Paulo. The goal is to replace all analog equipment with IP solutions from Axis over the next few years. The aim of these solutions is to use data to benefit the business, with capabilities that include real-time purchase accounting, the creation of heat maps, and identification of vehicle license plates in parking lots.

“Being able to pay for monthly video surveillance service is an attractive option for us, because we have a specialized supplier with broad technical experience who is responsible for all maintenance and configuration that the system requires.”

William Rocha, CIO-Manager of the D'Avó Group Technology Division.

Testing, approval and expansion

Cameras were installed in the Itaquaquecetuba store as part of a pilot project. The goal was to test and evaluate the possibilities of replacing the equipment with other devices that might provide the client with higher-quality images in a remote management system, handled via mobile devices. After the system was installed, the company conducted several tests with the equipment that proved its images were superior when compared to analog cameras, as well as the speed of the dome cameras' PTZ movement.

Altogether, the system consists of 113 IP cameras that include 11 different models, covering all of Axis' camera lines, from the most affordable to the most robust. The system uses 14 AXIS P1354 network cameras in the parking garages, and another 23 of this model in other indoor areas. Eight units of the outdoor version of the same model, the AXIS P1354-E, were installed. The system also uses seven AXIS P3304 cameras, four AXIS P3354, and nine AXIS P3364-V, which are durable and vandal-resistant.

For areas that needed even more robust cameras, the Itaquaquecetuba store was equipped with twelve AXIS Q6044 PTZ dome cameras, two of which are designed for outdoor use. The most advanced fixed-model cameras are the system's nine AXIS Q1604-E units, equipped with WDR for dynamic capture.

The solution is rounded out by four AXIS M1054 cameras, 13 AXIS M1114-E, and ten AXIS M3005-V, with Full HD image quality and vandal-resistant features. All the cameras are monitored by an enterprise image management solution provided by Digifort, an Axis partner.

“They were surprised by the results they saw in the underground parking garage. They found, for example, that light levels were automatically corrected with the WDR feature,” Adorno Ragonesi Junior, director of Contec Informática said.

Contec is the integrator responsible not only for installing the equipment but also for maintenance and any configuration needs; these services are provided through a specialized team with extensive technical knowledge. The D'Avó chain uses the solution under a leasing arrangement, paying a monthly fee for the service.

Smart future

All this technology has provided the Group with many benefits. While at first they were concerned that an IP PTZ would not be as fast as analog cameras, this fear was put to rest after a visit to the Axis showroom.

Today, using a camera installed at the front of the supermarket, an operator can, for example, zoom in on the back part of the store and get an image with a richness of detail that was previously only possible with a much more expensive analog camera.

“The cameras and software that we have adopted can generate video analytics such as people counting, which was one of our goals. We are updating our stock of equipment, and in the future we are going to adopt these intelligent systems to generate data about the business,” added William Rocha, CIO/Manager of the D'Avó Group's Technology Division.

