Bruno Service Stations integrate Axis camera security systems with cash registers, video analytics, access control and customer cards.

SafePump POS integration by The Safe Group on the Tokheim system enhances employee efficiency and improves the complete customer experience.

Organization:
Group Bruno

Location:
Limburg, Belgium

Industry segment:
Retail

Application:
Safety and security, business intelligence, access control, store optimization

Axis partner:
The Safe Group

Mission

Ensuring security for a big gas station with complementary services and parking areas is a constant challenge. The Bruno group views it as a necessity to keep on investing in this crucial aspect. The company needed to keep a close eye on large areas during day and night. The Bruno customer card also needed to be used to provide flexible access control to the Safe Parking areas and to facilitate easy customer registration, all within the same cash register system. License plate recognition and video analysis needed to be used to gather interesting data for business intelligence. Finally, the new system also needed to be as efficient as possible.

Solution

Relying on the expert advice of The Safe Group, Group Bruno decided to set up several service stations with a combination of different types of Axis network cameras and an access control system which is also connected to the network.

In addition, The Safe Group also integrated the available Tokheim Point Of Sale (POS) software with the Axis products, as well as the VMS, access control, license plate recognition and video analytics. All of this happened under the SafePump brand.

Result

The camera surveillance system, the access control and the cash register system were successfully integrated, resulting in enormous added value. Camera images can be accessed by the customer based on license plate, purchased products or other identification data. Issues can usually easily be remotely solved by the partner. And finally, the system is scalable, highly flexible and therefore truly future-proof.

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"The benefits of the new camera system were immediately noticeable: excellent image quality, user-friendly software for our employees and efficient maintenance. Accessing images is incredibly fast and if necessary they can be sent to the authorities with a single click. Since the system is connected to the network, problems can just be solved remotely 9 times out of 10."

Mario Di Tomasso, Facility Manager at Group Bruno.

The Belgian Group Bruno is a family company with 17 staffed gas stations spread all across the Dutch province of Limburg. All the gas stations have a complementary FoodCorner with their own Mediterranean food concept. The bigger locations also have services such as the Bruno Car Rental, the Bruno Carwash or the Bruno Safe Parking for transporters. In total, more than 350 employees work there and provide 24/7 services for motorists and transporters.

By now, Group Bruno has established a reputation for continually taking another step in the field of innovation. Mario Di Tomasso, Facility Manager at Group Bruno, explains: "The ultimate goal is to invest in technology in order to achieve the best mix of efficiency and customer service. The focus in the complete customer experience is on the Bruno Card, a customer card with which customers not only purchase fuel, but with which they can also make purchases in the restaurants or use the Safe Parking or the carwash. Then the expenses are put on a single itemized invoice. Quite a lot of transport companies are also using this approach for their convenience." Not only can people perfectly register which purchases their transporters make with the system, they are also able to make flexible choices when which services are available for the employees.

Complete overview

An efficient camera system is an important part of the total concept of Group Bruno. "Each gas station is sooner or later confronted with cases of vandalism or theft. We were mostly looking for a more efficient, high-quality, complete system for all of our locations that we could use to maintain an overview in our central security room over all the service stations and to increase the feeling of safety." The image quality also needed to be updated, ensuring razor-sharp quality of the images both night and day. "Before we used to work with analog systems; the difference in image quality is also night and day," Mario adds.

Not just the safety needs to be safeguarded at all times with all the services, the system is also linked to the access control for lorry parking and the cash register system using the network. If any disputes arise regarding invoices, it is easy to look up all actions connected to the specific Bruno card. This approach allows Group Bruno to retain the customer's trust.

Video registered purchases

In collaboration with The Safe Group, a system of different types of Axis network cameras were installed. The SafePump integration with the well-known Tokheim Point Of Sale (Fuel POS) system made it possible to immediately start video registration when people purchase fuel or initiate the carwash. At the same time, the employee at the cash register also gets to see this information on-screen. Mario Di Tomasso says, "Very convenient; no confusion can arise about who exactly filled that big tank with fuel, and the cash register employees also keep track of what happens in and around the gas station."

Group Bruno currently has a flexible and scalable system at their disposal, and is highly satisfied with the result. Mario Di Tomasso: "The benefits of the new camera system were immediately noticeable: excellent image quality, user-friendly software for our employees and efficient maintenance. Accessing images is incredibly fast and if necessary they can be sent to the authorities with a single click. Since the system is connected to the network, problems can just be solved remotely in 9 times out of 10."

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