

Axis puts Lazarus Motor Company in the driver's seat. Lazarus Motor Company upgrades to an Axis digital solution.



Organization:
Lazarus Motor Company

Location:
Centurion Pretoria,
South Africa

Industry segment:
Retail

Application:
Loss prevention, safety
and security

Axis partners:
Shop4Security, NUUO

Mission

Lazarus Motor Company has a long and illustrious history in the motor industry. Founded in 1957 as a family business, it now boasts six leading brands, a car rental division, as well as vehicle insurance and financing facilities. An out-dated analog system featuring 115 CCTV cameras was beginning to prove expensive, unreliable and substandard in terms of image quality.

Solution

Lazarus Motor Company's security provider since 2008, Shop4Security, demonstrated to management that a digital system was the simplest and most effective surveillance option. Axis network cameras; offering full HD video quality, extensive support, ease of installation and advanced video analytics features clinched the network video decision. Shop4Security oversaw the implementation of a fiber infrastructure in order to ensure improved bandwidth capacity to carry the video over extended distances with no interference from external noise such as computers, fluorescent lights, power lines or lightning.

Result

All work processes, operational areas, entrances and exits are monitored around the clock from a centralized, technologically sophisticated control room. The risk of running 80% of analog cameras without backup power has now been eliminated. The full HDTV image quality allows security personnel to react immediately to suspicious behavior that was difficult to observe from the blurry footage previously available.

"Our business relies on security that is pro-active and effective with limited down-time. The Axis digital solution not only fulfills all of these requirements but throws in superb image quality as well."

Francois Maartens, Head of Security, Lazarus Motor Company.

The importance of first-rate surveillance

Lazarus Motor Company, situated next to the N1 highway in Centurion, Gauteng covers approximately 31,000m². This considerable area consists of six separate motor dealerships, immense workshop facilities with the capacity to service 300 vehicles per day, a parts department and administrative offices.

The six dealerships comprising Ford, Mazda, Land Rover, Jaguar, Volvo and Kia are each contained in their own buildings and present a challenging layout for effective surveillance. Another difficulty is the problematic matter of satisfactory access control. The reactive monitoring offered by the previous analog solution did not provide adequate coverage for the entire compound and Lazarus Motors experienced several security incidents as a result of system limitations.

Shop4Security recognized that high resolution images of vehicles and license plates were essential. "Security personal need to be able to identify everything from specific vehicle details down to individual facial features from fairly significant distances," remarked Shop4Security's Retief Bezuidenhout, "With the Axis solution, we are no longer relying on fuzzy, indistinct images."

"With up to R200 million worth of vehicles on the premises at any time, security is of utmost concern," says Francois Maartens, Head of Security at Lazarus Motor Company. "24-hour proactive monitoring is an excellent method way to drastically reduce our risk."

Distributed intelligence

Shop4Security deployed 138 Axis fixed network cameras and 6 Axis PTZ dome network cameras, all featuring HDTV video quality, at various strategic positions throughout the Lazarus Motor Co. premises.

The compact and unobtrusive design of the AXIS P3304 Network Camera, chosen for indoor surveillance, allows for discreet monitoring without compromise on image quality or intelligent video capabilities.

The entire exterior of Lazarus Motors is monitored using a combination of Axis PTZ dome network cameras. The AXIS P5534 PTZ Dome Network Camera, with its IP51-rated protection against dust and dripping water, HDTV-quality video and High PoE midspan, takes surveillance to the next level, providing high image quality even in low light conditions.

The effectiveness of AXIS P5534 was inadvertently tested when an accident occurred on the busy N1 highway that runs past the Lazarus Motor Company buildings. The entire incident was captured by the PTZ network camera and the footage was given to the authorities to confirm the cause and sequence of events of the collision.

Advanced observation

Thorough research and a commitment to excellence ensure that Shop4Security customers are delivered a tailor-made, practical surveillance solution that fulfills every requirement.

"Eight 42" HD LCD Matrix Monitors displaying crystal-clear images provide a proactive and complete overview of the customers' entire operation; no person or object can get in or out of here without being caught on camera," says Retief Bezuidenhout, "Massive data storage facilities store these recordings for as long as they may be necessary."

The surveillance system is supported by NUUO recording software, ensuring professional functionality in a user-friendly environment.

