More effective surveillance and more secure work environment in MQ stores with Axis cloud-based solution.

Efficient and flexible Axis network camera system increases safety and security for staff and customers.

Organization:
MQ

Location:
Sweden and Norway

Industry segment:
Retail

Application:
Safety and security

Axis partner:
Observit, EET Europarts

Mission

MQ is one of Sweden's leading fashion retailers, offering a mix of own-label and designer clothes. It has over 117 stores throughout Sweden and five stores in Norway. It needed a flexible and effective surveillance system in its stores to cope with the 30 million visitors per year and the large amount of designer clothes, which are particularly susceptible to theft.

Solution

Axis' cloud-based video surveillance system, AXIS Video Hosting System (AVHS), provides MQ with the efficiency and flexibility required to meet the high surveillance demands of goods that are particularly susceptible to theft. This solution makes it possible for MQ to easily install the cameras and then centrally manage them all from a remote location. The system supports local storage of video footage in individual stores, as well as the display of video images centrally.

As MQ required a uniform structure and improved functionality, it was decided to select Axis network cameras for its security system. Axis network cameras offer easy installation, superior image quality, and functional and unobtrusive design and scalability.

Result

Axis cameras have provided a safer and more secure working environment in MQ's stores. Shop assistants at stores with the biggest theft problem have noticed the more secure working environment and are asking for more camera surveillance. Now, all newly opened stores will be equipped with similar systems, and older systems in existing stores will also be upgraded. Currently, 100 stores have the new AVHS system, totaling around 850 cameras.

AXIS COMMUNICATIONS

"AVHS is a great solution for us as it allows us to be flexible to each individual store's requirements. With over 120 stores across a wide geographic area, we need a central system that is highly flexible and requires minimal effort on our part. That is the point at which it becomes cost-effective for us."

Fredrik Lindblom, Security Manager, MQ.

A flexible and cost-effective total solution

Axis' AVHS service is provided by Axis partner, Observit. The system enables MQ to provide remote support to all its stores from a central surveillance center, regardless of their location. The system also allows MQ to store images and video centrally, and, if necessary, start manual recording directly from a web browser. Camera control and all other functions are managed via the web and video material is stored securely with Observit.

The cameras also contain Axis' proprietary processor adapted for video surveillance, meaning that MQ saves both bandwidth and storage with the H.264 compression standard.

The system's unique "one-click camera connection" reduces installation costs as it automatically connects the camera to the central system without the need for any local servers or infrastructure adjustments. Connecting a camera takes only a matter of minutes. Upgrades and system support are carried out centrally, which saves additional time, money and travel. Security managers receive a daily report regarding the status of every camera in every store which shows if there is a problem and where it is. "This is the solution for us. None of the stores need expensive servers. We are security professionals, not IT professionals, so when something happens with a computer or server, it costs time and money. We don't want to have to focus on that," says Fredrik Lindblom.

A scalable system

In order to obtain a unified structure and improved functionality, MQ decided that all stores should have the same camera system. MQ chose Axis network cameras and the AVHS system because of its many advantages. The network-connected cameras have good image quality and allow for quick and easy installation. Another advantage is the system's scalability; it is easy to connect new units and stores can add additional cameras to its system, which is useful for larger or theft-prone stores.

"We have stores with a higher theft problem than others. Staff at theft-prone stores are asking for additional cameras to make them feel safe and secure and to help them when incidents occur, hence why scalability is so important to us," says Fredrik Lindblom.

Intelligent analytics and additional functions also made the system very appealing. MQ wanted more than just be a security product, it wanted a business tool that can be used by many departments for different purposes. For example, campaign design is simpler as the cameras analyze customer movements around the store and can help manage queues at the tills - just a few functions that appeal to MQ and that are quite simple with a network-based camera system. MQ is also working to connect its system to an emergency service center. There are many possibilities that can be realized with the flexible, cloud-based camera system.

Design and security

MQ has chosen Axis' functionally designed cameras that deliver good image quality. However, design, flexibility and functionality are also important elements.

"The innovative and unobtrusive camera design is essential in order to fit into our store environment; however, sometimes you need the cameras to be a visible deterrent. The Axis camera design is flexible enough to meet both these requirements." says Fredrik Lindblom.

MQ is committed to ensuring that all staff feel secure in their work environment. Immediate incident reporting and the ability to act quickly are very important and the staff are fully supportive of the cameras. Cooperation with the police is more efficient as the images on the new system are better and therefore the likelihood of resolving any violations will increase.

"Staff is supposed to be selling clothes, not guarding them - the camera system makes this possible," says Fredrik Lindblom.

AXIS®
COMMUNICATIONS