

## Nencini Sport relies on Axis security for its stores.

Retail store abandons analog technology for a new IP video surveillance system.



**Organization:**  
Nencini Sport SpA

**Location:**  
Toscana, Italy

**Industry segment:**  
Retail

**Application:**  
Loss prevention, safety  
and security

**Axis partner:**  
Multicore Sistemi SpA

### Mission

Nencini Sport was founded in 1985 and, over the years, it has become a key player on the national sports goods and equipment retail scene. The company needed to upgrade the video surveillance systems used in its stores. The existing systems used analog cameras which were unable to provide clear, sharp views of the monitored areas and the people; apart from failing to provide adequate support in preventing shoplifting, this also had severe repercussions on the company's security standards.

### Solution

The system chosen by Simone Ferrigno, the company's IT Manager, with support from Multicore Sistemi, based in Prato, consists of various models of Axis IP cameras installed in a standard, coordinated manner in all the retail outlets, with each store being equipped with a local storage server for high-quality video capture and large monitors to act as a deterrent.

Managers can access high-res images from headquarters and from any retail outlet using any kind of terminal, such as a PC, tablet or smartphone.

### Result

The adopted solution provided extremely reliable and discreet surveillance, without disturbing customers or the overall appearance of the stores. Integration of the surveillance system with EAS gates has significantly helped in reducing theft, enabling prompt action to be taken in cases of customers behaving suspiciously.

**“I have to say we are entirely satisfied with this solution, starting with the high quality of the images provided. Our data also confirms a drop in shoplifting and we’re sure that Axis cameras have helped achieve this result.”**

**Simone Ferrigno, IT Manager, Nencini Sport SpA.**

Nencini Sport is a company from central Italy, a retail leader in sports goods and equipment. It is a solid business with thirty years of experience, a chain of eight stores and an e-commerce website with over 15,000 testimonials.

The video surveillance system used at the retail outlets was based on analog technology and was totally inadequate for the company’s needs in terms of security and counteracting shoplifting. The poor quality of the images did not allow precise monitoring of the areas and the people present there, effectively hampering the identification of suspicious characters.

The company’s IT managers thus opted for a complete system upgrade and, with support from Multicore Sistemi, identified Axis network cameras as the solution to their needs in terms of ease and speed of installation, quality of the images provided and discreet integration with the existing architecture.

In all, approximately 100 cameras were installed, most of them capable of providing HDTV 720p images, such as the AXIS M5014, PTZ Dome Network Camera, which is extremely compact and ideal for discreet surveillance. By incorporating the H.264 standard, which maximizes transmission speed, this camera can produce multiple H.264 and Motion JPEG video streams with limited bandwidth occupancy and, with an IP51 protection rating against dust and liquids, it can even record video when fire extinguishing systems have been triggered. The incorporated microphone enables the user to remotely listen to and record audio signals and, if necessary, trigger alarm responses upon detecting unusual sounds or noises when the store is closed.

Each retail outlet is also provided with an onsite server for video stream storage and very large monitors to act as a deterrent for shoplifters. The managers of each store, as well as the IT managers, can use PCs and mobile devices to access the images, both locally and remotely.

The Nencini retail outlets have also been equipped with AXIS 212 PTZ and AXIS 213 PTZ Network Cameras for greater external control, especially at night.

These solutions have proved to be extremely reliable and in compliance with the client’s requirements. They have enabled a suitably high level of security to be reached that ensures secure and reliable coverage for all the retail outlets and significantly reduces the risk of shoplifting.

In the near future, a pilot project will be launched at an outlet to study the implementation of intelligent video features, such as customer profiling and mapping store hot spots, meaning those of greater interest, where people tend to stop more; such applications can aid sales optimization, enabling marketing to produce detailed statistics and analysis for improving sales performance.

“Being an Axis Partner has allowed us to easily identify the most suitable hardware setups and provide solutions of high added value to fully meet the requirements expressed by the client”, stated Claudio Giordano, Technical Manager, Multicore Sistemi SpA.

