

## Retail giant rolls out additional surveillance.



Organization:  
Shoprite Checkers

Location:  
Western Cape, South  
Africa

Industry segment:  
Retail

Application:  
Shop surveillance, store  
security

Axis partners:  
C U Live, Visec

### Mission

Shoprite, one of South Africa's leading food retail chains recognizes the need to ensure that its stock is monitored by the latest security systems on the market and that its patrons and staff are offered state-of-the-art peace of mind. Mindful of this, approximately thirty Western Cape stores were initially identified for an upgrade to their existing video surveillance.

### Solution

C U Live, a company specializing in off-site monitoring specifically for the retail industry, was requested by Shoprite to expand the existing surveillance solution to include, among others, areas such as staff entrances and goods receiving.

Gerrit Bruwer, a director of C U Live, chose to deploy Axis network cameras at the various sites. The minimal usage of bandwidth and the quality of the footage were the two key factors that influenced his decision. "We tested a number of IP cameras and found that Axis products functioned superbly over the wireless network and the simplicity of the installation assured us that we had made the right choice."

### Result

The advanced image quality of Axis network cameras, regardless of light conditions, has improved the service of the operators in the various monitoring centers. The recorded footage is significantly clearer and incidents and events are easier to identify and act upon.

"The cameras are extremely reliable and uncomplicated to install and our customer, Shoprite, was satisfied with the pricing and impressed with the clarity of the footage."

Gerrit Bruwer, Director, C U Live.

### A need for superior security

Established from a small chain of supermarkets in 1979, Shoprite has experienced phenomenal growth to become one of South Africa's leading food retailers and most trusted brands. Shoprite is recognized nationwide for fulfilling basic food and household requirements at low prices. This means that the stores have to be run efficiently, effectively and with an absolute minimum of waste, stock theft and pilferage to ensure that shoppers are guaranteed great value for money.

With almost 37 years of SAPS experience and 14 in retail, C U Live is no stranger to these security challenges facing the retail industry. They are able to provide many high profile retailers with a comprehensive service that includes professional advice regarding security and risk management, the actual installation of a solution and, finally, the offsite monitoring of the footage by their own experienced operators. Due to prohibitive costs and insufficient infrastructure, C U Live does not make use of external suppliers for the enormous bandwidth required for this off-site monitoring. Instead, they chose to obtain an Individual Electronic Communication Service and Network license and currently operate their own national wireless network.

Visec Platinum Edition H.264 Surveillance Software was selected to support the Shoprite upgrade. The Visec software offers a single stream for recording and viewing, auto discovery of all Axis network cameras and internal DNS that remembers the MAC address of the Axis cameras. "With 9 workstations and 16 channels per station, our software ensures that the bandwidth requirement is significantly reduced and notably more manageable," remarks Gary Scagell, CEO of Visec International.

### No weakness in low light conditions

Gerrit opted for AXIS P3301 Fixed Dome Network Cameras for this particular installation. The AXIS P3301 offers superior image quality with crisp, clear images in both illuminated and low-light locations and a tamper-resistant casing, specifically adapted for unobtrusive video surveillance in exposed indoor environments. As the cameras are deployed in dirty, dusty areas, these casings are more practical and require less maintenance than bare lenses. The AXIS P3301 was designed purposely to provide the perfect solution for tough locales such as prisons, schools, airports, banks and retail stores.

Several other features of the AXIS P3301 appealed to Gerrit, such as the multiple, efficiently compressed H.264 streams and the ability to customize views in order to optimize frame rate according to bandwidth constraints. The Power over Ethernet capability reduces the installation costs by eliminating the need for power cables and further simplifies the system setup.

### Expanding the installation

The same surveillance system utilized in the Western Cape is currently being rolled out in Gauteng with further Shoprite sites being considered for imminent upgrade.



Gerrit Bruwer, Director C U Live and Clifton Greeff, Sales Engineer, Axis Communications.

