

Axis cameras provide a sense of security for Sporthuis Pim Doesburg.

Good overview of shop activities and customer behavior through remote monitoring and analytic functionalities.



Organization:
Sporthuis Pim Doesburg

Location:
Rijnmond en Den Bosch,
Netherlands

Industry segment:
Retail

Application:
Safety and security

Axis partner:
Een Veilig Gevoel BV

Mission

Sporthuis Pim Doesburg wanted to be able to monitor the activities of nine stores and remotely manage security from a central location.

Solution

The 'Security Subscription' from Axis partner 'Een Veilig Gevoel', a Dutch company whose name translates as 'a sense of safety', provides Pim Doesburg a comprehensive combination of services that includes camera surveillance complete with maintenance, video storage in the cloud and alarm services. Shops are tailor-fitted with Axis network cameras and all the images can be accessed from a PC, smartphone or tablet. The total package of products and services is available at a fixed price per month, without any prior investments.

Result

The Pim Doesburg shops are guaranteed to have high-quality cameras, support and alarm services at their disposal, at a fixed price per month, thus guaranteeing the security of shops and employees. Management always has access to the video images and, as an added bonus, benefits from the extra functionality provided by the cameras. This includes people counting and route analysis, providing access to valuable information that could lead to extra revenue. And as the company continues to grow, it is also possible to provide each new store with its own high-quality cameras, without any prior investments.



In 1971, former professional goalkeeper, international player and goalkeeper trainer Pim Doesburg opened his very own sports shop in Rotterdam. By now, Sporthuis Pim Doesburg has expanded into a professional retail organization with nine shops in the greater Rotterdam area and Den Bosch. In two Intersport subsidiaries and in its own sports fashion locations, the company provides a wide range of sports and fashion goods. In addition to international sports brands, Sporthuis offers its very own PIM Sneaker retail concept as well. Customers can also purchase products in a webshop through www.sporthuispimdoesburg.nl.

In order to be able to remotely monitor all nine shops, Sporthuis Pim Doesburg installed several Axis network cameras. In addition to security, the images provide management with a good overview of all activities and purchases in the shops.

Sporthuis Pim Doesburg has grown significantly over the past years, according to the founder's son and managing director Danny Doesburg. "With nine stores, it has become quite the challenge to keep an overview from my office on what is happening in the stores. Cameras are indispensable tools for that. The first Axis cameras we installed were primarily meant for management purposes. For instance, I consider it important to know if shops open up on time. In addition, I want to be able to see if a store is busy or whether a special offer proves to be successful."

Preventive effect

The cameras also play a role in shop security and theft prevention. "In the smaller stores in Barendrecht or Berkel en Rodenrijs," says Doesburg, "the cameras are primarily important for the security of our staff. It is also very important for our operations, since we have fewer employees in those stores. It is less busy in our smaller stores and it is therefore convenient that an employee is also able to keep an eye on the store from the storage area in the back. This enables us to have less staff."

It is a different matter with shops that have a large range of fashion items or are located in very busy shopping areas. In those situations, it is important to be able to see every corner of the store, Doesburg says, "for the safety of our staff and to prevent shoplifting."

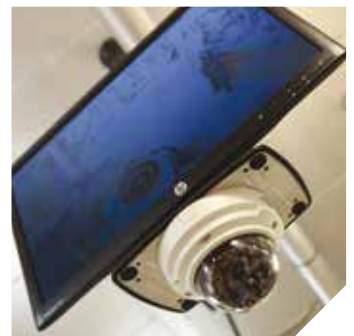
On those occasions, the cameras often also have an additional preventive effect." With security in mind, the cameras also have an additional benefit. "When I get an alert from the emergency switchboard in the evening or late at night, it is very nice that I can immediately check through my smartphone if there is really something going on. It saves me a trip in cases of false alarms."

Growth

The first cameras Sporthuis Pim Doesburg purchased were selected and installed by the company itself. "We have years of retail experience and we know what we want to have our eyes on," says Doesburg. "We selected our cameras accordingly; so far, Axis always came out as the very best. We have our own IT specialist in-house who is very knowledgeable about this particular area of technology. He set up a stable network with ample storage capacity. However, over the past years, as we have opened more and more stores, the number of cameras has grown with it. With every expansion, we continued to make the best choice at that time, every single time. However, through that expansion, the complexity of the network and its investments has continued to grow. We would also prefer to primarily commit our valuable time and people to our core activities."

Cloud storage

For a long time, the financial benefit of installing the cameras themselves and using an external emergency switchboard outweighed the other options. "When we contacted the security specialists at Een Veilig Gevoel, I started to run the numbers and their 'Security Subscription' proved to be very advantageous. It is very convenient to have a single point of contact for everything related to cameras, security, maintenance and alarms."





"We always try to find the right balance between deploying the best technological solutions and the budget that is at our disposal. The combination of what Een Veilig Gevoel and Axis offers now provides us with valuable support for the security and management of our stores, while presenting ample flexibility to grow in the future."

Danny Doesburg, Managing Director of Sporthuis Pim Doesburg

"Especially in our case, when you have nine locations. We are now in a transitional period in which we are making a custom-designed security plan for each and every location, together with the professionals from Een Veilig Gevoel. That is a very comfortable position. I now know that I always have access to the images needed for our operations and security. All those images are safely and securely stored in the cloud. And it all comes at a fixed price, service included and no prior investments. The services Een Veilig Gevoel provides remove a lot of our worries. I can now spend my time running the stores in the full knowledge that I will always be able to keep my eye on things, at all times and at every location."

Premium brand

Opting for Een Veilig Gevoel has the added benefit that Pim Doesburg has access to the latest in camera technology. "In the past, we used to make our choices on an ad-hoc basis. Because technology evolves at a rapid pace, by definition you will almost always be trailing behind the cutting edge. As a security specialist, Een Veilig Gevoel follows every option closely and adds it to their range where possible. For the cameras, this means that they choose a premium brand such as Axis, which continually invests in quality. That applies for instance to the resolution, camera angle and innovations such as the Lightfinder technology, which enables high-quality images, even under poorer lighting conditions. The integration with networks and the environments of partners and clients are also a consideration."

Routing

The retail sector is developing rapidly and the role technology plays is constantly increasing. On that subject, Danny Doesburg says: "It is crucial to optimally match our range and presentation to the desires and behavior of our customers. That's why we want to know how many customers we welcome in our stores and how they move around in our stores. Cameras can help by recording and analyzing customer behavior. The quality and memory capacity of our Axis cameras provide ample capabilities to support such functionalities. For instance, some cameras are equipped with extra functionality for counting people." Another option that might be interesting for the future is the walking route analysis. "An innovation known as heat maps makes it possible to record the walking routes of customers, and, using that information, modify the routing in the stores. The enhanced form of people counting, taking into account gender and/or children, can also contribute to the improvement of our range selection."

Danny Doesburg closes by saying: "We always try to find the right balance between deploying the best technological solutions and the budget that is at our disposal. The combination of what Een Veilig Gevoel and Axis offers now provides us with valuable support for the security and management of our stores, while presenting ample flexibility to grow in the future."



**SPORTHUIS
PIM DOESBURG**
www.sporthuispimdoesburg.nl

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About Axis Communications

Axis offers intelligent security solutions that enable a smarter, safer world. As the global market leader in network video, Axis is driving the industry by continually launching innovative network products based on an open platform - delivering high value to customers through a global partner network. Axis has long-term relationships with partners and provides them with knowledge and ground-breaking network products in existing and new markets.

Axis has more than 2,000 dedicated employees in more than 40 countries around the world, supported by a network of over 75,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ Stockholm under the ticker AXIS.

For more information about Axis, please visit our website www.axis.com.