

Hotels and restaurants.

Case study book.







Hotel

case studies

“ A world class establishment such as the InterContinental Lagos Hotel demands a sophisticated surveillance system that is capable of providing crystal clear images under any type of conditions at any time. Axis network cameras are specifically designed to meet this challenge. ”

Richard Ogbuji, Chrema Technologies Managing Director,
InterContinental Lagos Hotel.

Axis video surveillance system becomes part of art luxury hotel.

Axis cameras have become a perfect 'fit' for the 19th century interiors of the Four Seasons Hotel in St. Petersburg.



Organization:
Four Seasons Hotel Lion
Palace St. Petersburg

Location:
St. Petersburg, Russia

Industry segment:
Hotel/Restaurants/Tourism

Application:
Safety and security

Axis partner:
Specmontazhservice, Ltd.

Mission

In our time, security is highly valued. Therefore, the project, aimed at equipping a premium class hotel with video surveillance means, included two tasks: creating a high-performance video surveillance system, capable of fitting seamlessly into the interiors and facades of the 19th century mansion - the Lobanov-Rostovsky Palace ('House of lions'), which is now Four Seasons Hotel Lion Palace St. Petersburg.

Solution

Specialists of the company-integrator Specmontazhservice, Ltd. developed an integrated security system, which included a wide range of Axis products. Key arguments in favor of this decision were high quality and broad functionality of the equipment, enabling complex tasks and satisfying high requirements of the Security Service of the Four Seasons Hotel chain worldwide.

Result

The work resulted in implementation of a video surveillance system, unparalleled in any of the Four Seasons Hotel chain. A wide range of Axis network cameras, with their unique technical capabilities, enabled solving a daunting task organically and at the same time almost invisibly, to 'include' modern equipment in the 19th century interiors, thus providing an opportunity to get a high-quality video signal in those parts of the building, where it had been previously impossible.

“Meeting all wishes of the client is one of our top priorities. Integration of Axis network video solutions has helped to improve the quality of security service.”

Sergey Dementev, Deputy General Director Specmontazhservice, Ltd.

The new luxury Four Seasons Hotel is located in the newly renovated House of Lions, the former princely residence in the historic 19th century Admiralteysky district just two blocks away from the Hermitage Museum and not far away from Nevsky Avenue and the Mariinsky Theatre. Thanks to the refined interior and excellent hospitality of Four Seasons Hotel, it is easy to immerse oneself in the imperial past of Russia, rampage again in all its glory and splendor.

Customer safety comes first

The integration of a high-performance video surveillance system, capable of fitting seamlessly into the 19th century interiors and facades, has been successfully implemented by Specmontazhservice, Ltd., using a wide range of products by Axis. More than 200 AXIS P3301 and AXIS P1344 Network Cameras and other accessories have been installed at Four Seasons Hotel Lion Palace St. Petersburg. The system performs around-the-clock to provide high-quality video images from around the building and instantly identify people.

Integrated network video surveillance system

Using specialized software, the system informs the Security Service of forgotten things and missing items within the surveillance coverage. In addition, this system allows identifying registration numbers of incoming and outgoing vehicles, followed by refusal or granting them a passage to the territory, and informs a security officer of cases, when an unauthorized access to the object (break-in, holding of a door after an authorized passage) takes place through the instant video output from this zone and alerting with a corresponding sound signal.

Technical support and partnership

Permanent cooperation with Axis and other major companies, presented in the security market, allows creating high-tech security systems and implementing the most complicated tasks.

Thanks to Axis products, which are advanced developments in the sphere of video surveillance equipment, as well as to integration opportunities, the creation of complex integrated systems at objects with high security levels has been made possible.

Due to the highly efficient technical support service and lifetime warranty on Axis products, operation of such a system does not require major financial investments.



5-star hospitality with 5-star surveillance.

Axis network cameras maintain serenity at InterContinental Lagos Hotel.



Organization:

Intercontinental Lagos Hotel

Location:

Lagos, Nigeria

Industry segment:

Hotel/Restaurant

Application:

Safety and security, anti-theft surveillance

Axis partners:

Chrema Technologies, Milestone Systems

Mission

InterContinental Hotels & Resorts offer luxury five-star travel experiences that include sumptuous suites, Michelin-starred restaurants and the ultimate in indulgent spa treatments. Strict operating requirements and standards, as set out in the hospitality giant's proprietary operating manual, required the InterContinental Lagos Hotel to install an effective security surveillance system.

Solution

Nigerian-based Chrema Technologies was tasked with providing a surveillance solution comprising top-of-the-range products that are capable of meeting stringent global standards. As a pioneer in quality, service and responsibility, InterContinental Hotels boasts an impressive guest list and the safety and comfort of these patrons is of utmost importance. For this reason, Axis network cameras were selected to secure the premises of their Lagos hotel.

Result

Securing of both assets and people has become a major challenge in the highly competitive arena of the hospitality industry. The reliability and flexibility of the Axis surveillance system ensures that the InterContinental Lagos Hotel is able to offer their valued guests a premium service in a controlled and discreetly monitored environment.

“This installation allows InterContinental Lagos Hotel to provide superior comfort and first-rate hospitality in a secure environment.”

Richard Ogbuj , Chrema Technologies Managing Director.

Hospitality at its finest

InterContinental Hotels was founded in 1946 when Pan American World Airways opened their first hotel in Belém Brazil. Today they enjoy the patronage of thousands of guests at their exclusive hotels and resorts in 60 countries. From idyllic resorts on tropical shores to the classic elegance of city boutique hotels, InterContinental prides itself on anticipating the needs of their guests before they are stated.

Situated in the exclusive town of Victoria Island, the InterContinental Lagos Hotel lies at the heart of the financial and business center of Lagos. The hotel, at 100 meters in height, towers above neighboring buildings and has permanently enhanced the Lagos skyline. Said to be the tallest hospitality property in the whole of West Africa, the hotel seeks to meet the needs of the steadily increasing number of businessmen and women streaming into Nigeria.

“A world class establishment such as the InterContinental Lagos Hotel, demands a sophisticated surveillance system that is capable of providing crystal clear images under any type of conditions at any time,” remarks Chrema Technologies Managing Director, Richard Ogbuji. “Axis network cameras are specifically designed to meet this challenge.”

The luxury of effective monitoring

Axis partner, Chrema Technologies, is a rapidly expanding specialist organisation providing solutions in building and energy management and Extra Low Voltage Systems (ELVS) throughout Nigeria. Their services include consultancy, design, installation and commissioning of building management systems (BMS), IT infrastructure, CCTV and IP surveillance, access control and electronic security, fire and safety systems.

The explicit specifications, standards and procedures detailed by InterContinental Hotels were not daunting to Chrema Technologies.

“Our highly qualified engineers and 30 year cumulative industry experience allows Chrema to deliver on time and within budget to our most discerning customers,” Ogbuji explains. “We were able to provide a surveillance system that allows hotel patrons to fully appreciate the splendour of their surroundings without the apprehension of security concerns.”

Mindful of aesthetics

The InterContinental Lagos Hotel installation called for surveillance cameras that are not only versatile and robust but also visually inoffensive. As with any multi-million dollar structure, the monitoring equipment has to be discreet and cannot detract from the grandeur of the building.

To provide the most efficient outdoor monitoring, Chrema selected the AXIS Q6032-E PTZ Dome Network Camera. The AXIS 6032-E, with 36x optical zoom and IP66 rating, is the ideal product to deliver precise images even under challenging circumstances.

Chrema also deployed AXIS M3203-V Fixed Dome Network Cameras for their flexible mounting capabilities, excellent image quality and vandal-resistance as well as AXIS P1344-E Network Cameras for their superb HDTV video quality.

The importance of providing optimum security for both hotel guests and employees implies that this installation may be augmented by additional network cameras from time to time.



Discreet eyes watch over the safety of hotel guests.

Alpina Dolomites Lodge chooses Axis network cameras to protect its guests during their holiday stay.



Organization:
Hotel Alpina Dolomites
Lodge

Location:
Compatsch, Alpedi Siusi,
Italy

Industry segment:
Hotel/Tourism/
Restaurants

Application:
Safety and security

Axis partners:
Aviscon, Milestone

Mission

Alpina Dolomites Lodge, a recently built tourist accommodation with high-profile clientele, was faced with the need to have a video surveillance system that could protect the safety of its guests without being invasive of their privacy, and that would fit in perfectly with the modern architecture and design of the complex. Located within a scarcely populated natural park of about 7,000 hectares with nearly no visitors during the low season, the hotel had the need to monitor not only its indoor premises, but also the surrounding area.

Solution

The chosen system features a Milestone server and 46 Axis network cameras that are particularly compact and discreet and which, due to the quality of their image and excellent performance, provide the hotel with an all-round and detailed overview of its narrow and deep areas, such as long indoor corridors, as well as the more spacious ones, like the garden and swimming pool.

To allow remote monitoring via mobile devices and fixed stations in another building located 27 km away, part of the IP architecture is of type 2x point-to-point redundant wi-fi, capable of supporting flows of high-quality video footage, even over long distances.

Result

The implemented solution has configured an extremely reliable and discreet video surveillance system which in no way is a nuisance to the hotel guests or a blemish on the overall aesthetics of the facility. The hotel owners can view high-resolution images and monitor the premises anytime from a smartphone or any monitoring station offsite.

“The Axis network cameras have fully satisfied our requirements. The difference in performance when compared to analog cameras installed at another hotel complex belonging to the same owners and compared to other vendors IP products is striking.”

Roladn Oberhofer, Managing Director of Alpina Dolomites Gardena Health Lodge & Spa.

Axis cameras for discreet surveillance

The Hotel complex of Alpina Dolomites Gardena Health Lodge & Spa lies at 1860 meters and enjoys a scenic position with a view of the Dolomite plateau of Alpe de Siusi, one of the most beautiful in Europe. Nestled in a natural park of about 7,000 hectares, it is an architectural specimen in perfect harmony with the surrounding environment that offers charming hospitality to guests seeking relaxation and attracted by a wellness lifestyle. As a matter of fact, in addition to the skiing resort that boasts over 60 km of skiing tracks, the hotel offers its guests a wide range of other services, including the Spa, panoramic swimming pool, saunas, and fitness center.

The structure required a video surveillance system with aesthetic features that would uniformly fit into the refined design of the complex and the elegance of the furnishings, and would not disturb the freedom and peacefulness of the guests.

The solution developed by Aviscon avails itself of 46 Axis network cameras connected to a Milestone server, that allow for the effective monitoring of both indoor and outdoor areas. Part of the installation was carried out while the hotel was being built, to ensure safety of the construction site, where more than 100 workers were present on a daily basis.

Compact and small-sized Axis cameras were chosen, with a discreet presence and outstanding performance, capable of producing images with megapixel resolution and HDTV, with high quality. The nine indoor corridors were each equipped with two AXIS 209FD Network Cameras specifically fitted with long lens. Their ultra-compact design and depth of only 4 cm made it possible to easily install them on the ceiling, while the optics ensure full coverage of the 45 meter-long corridors.

For the garage and outdoor premises, the hotel opted for AXIS P3344 which, thanks to its Wide Dynamic Range and functionality for both day and night, can produce clear images both during the day or in the total absence of sunlight. AXIS P1344 completes the video surveillance requirements for the outdoor areas. They deliver images with excellent quality and H.264 compression, are protected against dust, rain, snow and sunlight and can work at temperatures as low as -40°C.

To allow the owners the possibility for remote monitoring via mobile and fixed devices installed in another hotel complex located 27 km away, a wi-fi type network architecture was developed with dorsal positioned on the summit of the mountain that physically separates the two structures.

The fact that the system includes Power over Ethernet and system alarms are managed via the Milestone server has reduced the need for servicing, while the anti-tampering alarms enable instant detection of any attempts to tamper with the cameras.

An added function to read license plates is currently being tested which will soon guarantee further security for the guests who make use of the hotel garage.



“We started off as a company specializing in the supply of IT solutions, but our encounter with Axis marked an important turn for our business. The quality of Axis products and their ease of installation convinced us to become their partners, and we have now been collaborating with them for several years.”
Pauli Wanker, General Manager at Aviscon



Creating a safe and modern five-star hotel.

Axis helps Huabei Hotel develop intelligent IP video surveillance system.



Organization:

Huabei Hotel

Location:

Beijing, China

Industry segment:

Hotel/Restaurant/Tourism

Application:

Safety and security

Axis partner:

Aimetis

Mission

Huabei Hotel is a 5-star business and conference hotel that offers various services including lodging, conference venues, restaurants and entertainment under one roof. It has a total area of 64,766 m² and 15 stories. It is equipped with 15 high-end conference rooms catered for different types of conferences and other entertainment services. The hotel wished to build a high-definition video surveillance system for both the indoor and outdoor public areas. The system needed HD real-time display to bring a direct view of the sites through surveillance and planned control implemented at critical areas and locations.

Solution

The entire system was designed as a distributed system with an architecture that combines surveillance and storage. All 250 IP cameras used are 720p HDTV IP cameras.

Effective surveillance along the hotel's corridors and other long and narrow areas normally requires coverage to be as wide as possible and yet be able to clearly identify faces at the same time. To fulfill these requirements, Axis network cameras with 9:16 aspect ratio Corridor Format are employed.

Result

Effective surveillance of the hotel's daily operations, property and the work performance and attitudes of staff are achieved through Axis IP video surveillance system. It has a significant deterrent effect on crime and theft prevention. The embedded intelligent analytics design and open architecture bring excellent flexibility and expandability to the entire system, meeting the current and future needs of the 5-star-rated hotel.

“Since the start of operations, Axis products are stable in their functions and performance, the video images are clear and the after-sales services are up to standards.”

Huabei Hotel staff member.

Surveillance at the main lobby, underground garage and the hotel's temporary parking area requires coverage to be as wide as possible but when incidents occur, the ability to immediately focus on detailed information is necessary. Axis PTZ cameras are employed to meet these requirements. They allow panoramic surveillance under normal circumstances and are able to immediately turn the focus to show close-up details when an incident occurs.

Day and night outdoor IP cameras are employed at the hotel's outdoor entrance and exit areas to ensure excellent image quality under all lighting conditions. These IP-66 rated cameras are dustproof, waterproof, snow proof, sun proof and able to function normally under a low temperature environment of -40 °C (-40 °F).

The system uses the Aimetis management platform to centrally manage 250 HD IP network cameras. Forwarding of video stream, video retrieval and playback and equipment inspection are carried out via the Aimetis Symphony server. The Aimetis Symphony server is a data source for other clients and the most important server in the system. It is also responsible for storing the configuration of IP cameras, information of staff rights, number of users, user names, passwords, viewing rights and control rights. The client's management requirements for the hotel were as follows:

Centralized management: HD real-time video image browser, previous video playback, large screen display, alarm linkage and PTZ camera control. At the same time, the video server must possess clustering capabilities to ensure the continual running of business applications, such as real-time, playback and PTZ control, if it should break down.

Advanced and reliable: Mature, advanced and reliable technology. Able to meet current and future development needs. Convenient to install and deploy and easy to operate and manage. Standardized, expandable, upgradable and able to maximize usage of investment. Assurance of good after-sales services.

Centralized management of equipment and information: Allow customized allocation and management of all types of tasks performed by video workstations and video servers.

Failure analysis: The surveillance center must be able to obtain information on failure and raise alarm automatically through an intelligent analytics platform when hardware failure, dropped network connection, loss of image and other device failures occur.

The hotel's security, operation management, image and other areas have, at varying levels, been upgraded after the completion of the system. These are mainly reflected in the following areas:

Security management

Effective surveillance of the hotel's daily operations, property and the work performance and attitudes of staff are achieved through Axis IP video surveillance system's HDTV images, low bit-rate transmission and stable and reliable quality. It has a significant deterrent effect on crime and theft prevention.

Flexible, effective and low cost

Remote surveillance access is easily achieved through the use of IP-based, digitized transmission. PoE compatibility enables faster installation and deployment and results in savings on labor and material cost of cable wiring. Embedded intelligent analytics design and open architecture bring excellent flexibility and expandability to the entire system, meeting current and future needs.

Stable and reliable quality assurance

Stable and reliable long-term operation of the system is crucial for ensuring smooth management of the hotel and uninterrupted operations. There has been no report of equipment failure since Axis IP cameras began operation, which fully reflects the reliability of the products. Situation awareness and recording of facts of incidents, timely detection and preemption of possible emergencies; images of the surveillance area recorded at the same time to provide a factual basis for hotel's safety and management.



Axis cameras provide discreet secure environment for staff and guests at luxury hotel.

State-of-the-art surveillance system guarantee staff and client safety.



Organization:

La Suite West

Location:

UK

Industry segment:

Hotel/Restaurant/Tourism

Application:

Safety and security

Axis partners:

Trident Systems UK Ltd,
Anixter

Mission

The recently remodelled La Suite West, formerly The Hyde Park Hotel in London, is the minimalist and latest creation of award-winning British designer, Anouska Hempel. The design of the hotel meant that discreet surveillance was essential and therefore the hotel wanted to upgrade its security system to reflect this. As well as being discreet, the solution needed to produce high-quality images and offer the ability to monitor video streams both on and off-site. The surveillance system, therefore, needed to be state-of-the-art in order to guarantee staff and client safety, not compromise security, and continue to provide the highest quality service.

Solution

La Suite West, one of a small chain of luxury boutique hotels, has worked with Axis partner, Trident Systems UK, for a number of years to specify and manage the hotel chain's telecoms, networks, security and CCTV. After extensive research, it specified IP surveillance cameras and chose the AXIS M3014, AXIS M3011 and

AXIS P3346-VE Network Cameras as they met the high specification required by the hotel, whilst also keeping within budgetary constraints and providing discreet, quality surveillance with additional monitoring functions.

Result

The Axis surveillance system has exceeded La Suite West's needs. The hotel understands security is paramount and now has a reliable, high-quality, advanced surveillance system that can be accessed and monitored 24x7, both on and off-site. It provides the hotel with the control it needs and gives it the added flexibility to easily grow the system to meet future security requirements. This state-of-the-art system, installed by Trident and the products provided by Axis' distribution partner Anixter, easily meets all requirements of the pristine, boutique hotel. It allows staff to deliver best practice and provide a safe and secure hotel environment to all hotel guests. An unexpected additional benefit of the system is that it has assisted staff training, and allowed the hotel to further improve customer service.

“I didn’t realise just how much I had in one system. There are many features and layers and the footage can be analysed in many different ways to your advantage. I am extremely impressed with the innovative system, not only for security, but also to monitor time management and to use as a training tool to enable perfect service and housekeeping.”

Mr Meir Abutbul, director of La Suite West Hotel.

A discreet secure environment

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The Axis installation system has been flexibly designed to provide numerous benefits to the hotel including, remote access and viewing in real-time, excellent picture quality, outstanding night surveillance, the ability to e-mail images and remote monitoring access via smartphones. The discreet but effectively installed cameras are utilised to monitor staff movements and ensure quality control. It has allowed hotel management to have greater control and monitor all of the hotel’s operations. It has also been a valuable tool for the food and beverage department as it has been able to use the footage to monitor the kitchen and restaurant floors.

Mr Meir Abutbul, director of La Suite West, expressed his satisfaction with the Axis cameras that have been installed both internally and externally in the hotel’s public areas: “I didn’t realise just how much I had in one system. There are many features and layers and the footage can be analysed in many different ways to your advantage. I am extremely impressed with the innovative system, not only for security, but also to monitor time management and to use as a training tool to enable perfect service and housekeeping.”

Trident Systems UK Ltd is a recommended installer for Axis products. It has an excellent industry reputation for its quality of workmanship, attention to detail and ability to work with management to discretely install systems while maintaining maximum surveillance coverage. Mr Abutbul continued: “Trident Systems UK has gone above and beyond its remit to satisfy our requirements and this has given us peace of mind knowing that we have ongoing technical support as part of the service.”

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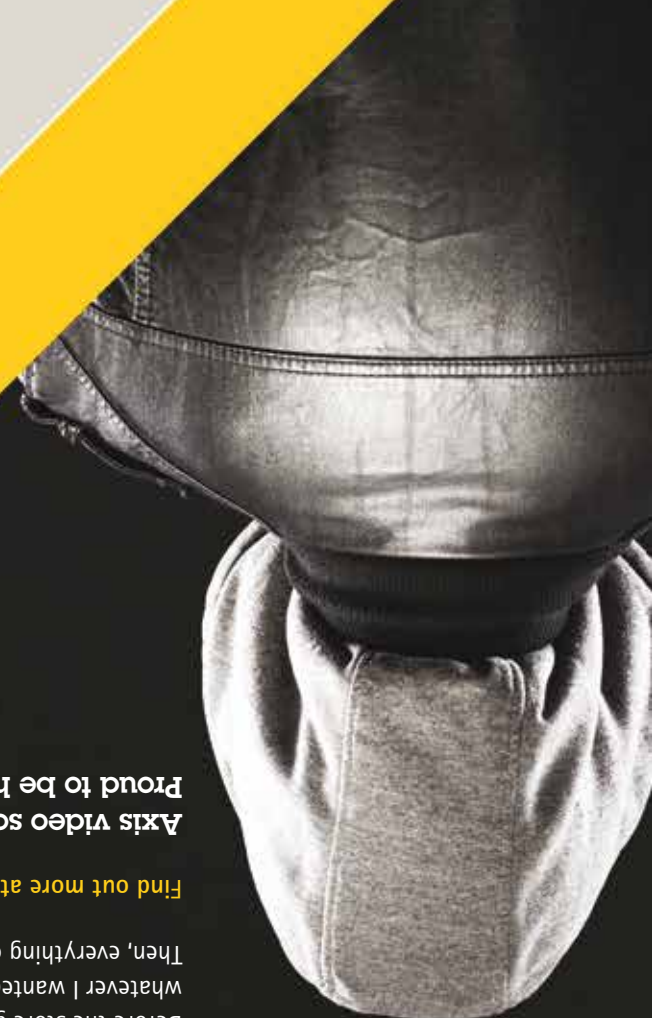


I'm a Lover.

Thanks to Axis video solutions, we've gained valuable business insight. Now, we can analyze customer flow, optimize store layout and measure buying activity. Our customers are happy – and so are we.

Find out more at www.axis.com/retail

**Axis video solutions for retail.
Proud to be loved.**



I'm a Hater.

Before the store got Axis video solutions, I'd take whatever I wanted and never pay so much as a cent. Then, everything changed – and now I'm paying the price.

Find out more at www.axis.com/retail

Axis video solutions for retail.
Proud to be hated.





Restaurant case studies

“Managing three geographically distant establishments, it is important to get a simple, effective video surveillance system installed quickly. Furthermore, the ability to connect the cameras to the network and check the images from my computer or cell phone — in complete freedom, thanks to the management software — were the benefits that clinched my decision.”

Manager, Ar Poul Gwen crepe restaurants.

Café Coffee Day enhances customer experience with Axis network surveillance cameras.

Installation cuts down on manual intelligence visits and enables Café Coffee Day (CCD) to service customers better.



Organization:
Café Coffee Day (part of Amalgamated Bean Coffee Trading Company)

Location:
Bangalore, India

Industry segment:
Hotel/Tourism/Restaurant

Application:
Loss prevention, merchandising, operations, safety and security,

Axis partners:
Milestone

Mission

The management of Café Coffee Day (CCD) was looking for a surveillance system that would help them in multi-location remote monitoring, staff management and store management, all from a central location. Further, CCD required that the cameras have aesthetic appeal and blend in with the Café's interiors to maintain the décor of the stores.

Being the leading coffee retail chain in the country, CCD places considerable emphasis on ensuring customers' comfort and privacy. So, the surveillance systems had to be implemented in a way that didn't compromise the customers' experience.

Solution

CCD has deployed a surveillance system at 500 Cafes in the first phase of installation, with an average of two cameras per outlet. AXIS M3011, AXIS M3004-V and AXIS M3203 Network Cameras have been deployed in the dispensing and the billing counters for monitoring.

These cameras are specifically designed for Café'/restaurant business as these are high definition vandal-proof cameras with edge storage best suited for this purpose. The next phase of installation is ongoing and CCD plans to install cameras in outlets across India.

Result

The installation has been successful and enabled CCD to centrally monitor all the stores, especially to ensure consistent customer service across locations. Real time monitoring has reduced the need for senior authorities to travel to remote locations to monitor the stores. This has led to reduced costs and dependency on manual monitoring.

“Our objective was to implement a surveillance system that goes beyond ensuring security and actually serves as a tool to enhance the overall operational efficiency. With 24/7 surveillance, the top level management will have a window into all the locations at all times, irrespective of their physical location and this will enable us to enrich our overall customer experience.”

Venkatesh Babu S, Head-MIS, Café Coffee Day.

Café Coffee Day is a leading coffee retail chain, started in 1996 with an outlet at Brigade Road, Bangalore. It is a part of the Amalgamated Bean Coffee Trading Company, the largest integrated coffee company in India. The stores are known for their relaxing environment and draw a variety of patrons ranging from students to corporate businessmen conducting meetings.

The Café has many outlets on highways and other remote locations, catering to travelers. The primary objective of the surveillance system was to enable the management team to keep an eye on these remote stores to analyze and monitor customer service. The management wanted to keep track of the business generated and stock movement in each store.

Each Café had 2 cameras – one to monitor the service area and the other for the billing counter. AXIS M3011, AXIS M3004-V and AXIS M3203 Network Dome Cameras were chosen since they are vandal-proof and provide superior video quality.

The benefits provided by this installation include:

Business intelligence: Gathering business intelligence about each store including employee behavior, level of customer service offered and the areas where the employees need training, consumer behavior and time graphs related to consumer walk-ins.

Central monitoring: With the Axis installation, the senior management has now been able to monitor remote stores real time from a central location, over the internet. The cameras enable effective and real time monitoring by providing vivid details enabling the authorities to monitor each order being dispensed. The video that is recorded is compressed and shared over the internet with the authorities.

Cost-effective: The installation helps in monitoring stores even in remote locations, thereby reducing the travel cost incurred from the management team needing to monitor stores in person.

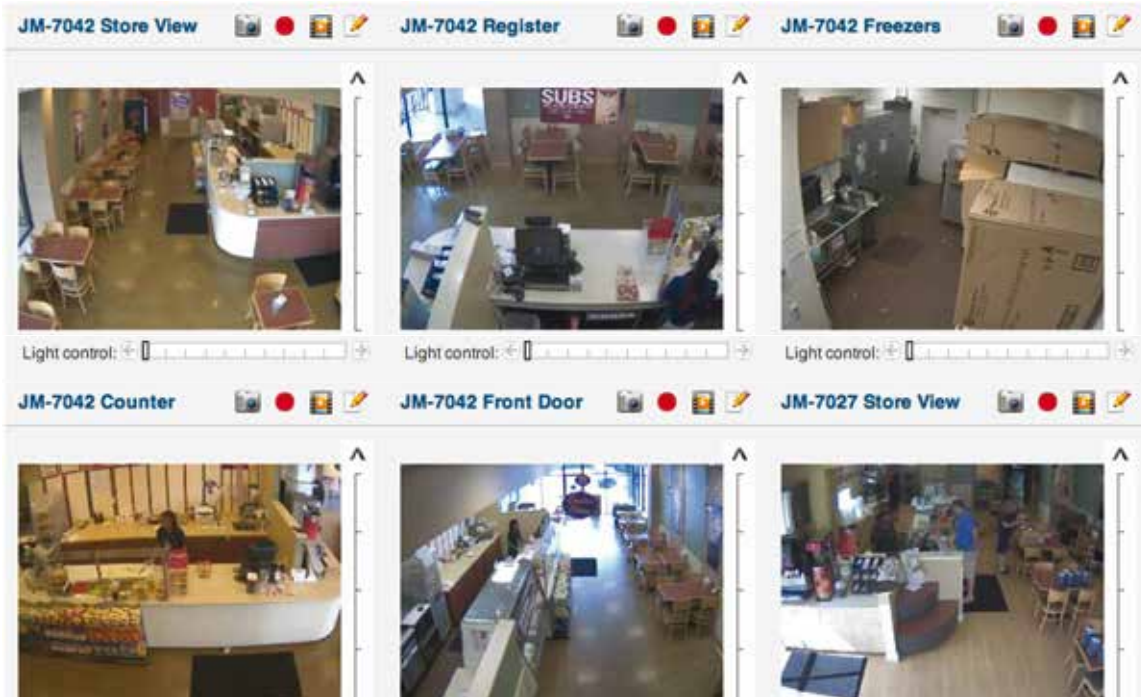
Edge-based storage: Since there are a substantial number of outlets in the highways and remote locations, where connectivity is very low, there are chances of authorities not being able to monitor the stores due to lack of footage. In such a scenario and in case of connectivity fail-over, the Axis solution can record the video footage which can be retrieved later for perusal.

Effortless scalability: Café Coffee Day adds on about 20-25 stores in India every month, therefore the solution offered has to be easily scalable. Axis solution enables the stores to install more cameras in existing and new stores without having to change the network infrastructure, at minimal cost.



Jersey Mike's cooks with Axis Hosted Video.

National sub shop chain uses hosted video to protect store assets and streamline restaurant operations.



Organization:
Jersey Mike's Subs

Location:
Irmo, South Carolina, USA

Industry segment:
Retail/Restaurant

Application:
Loss prevention,
safety and security,
merchandising and
operations

Axis partners:
A3 Communications,
Secure-i

Mission

Jersey Mike's Subs, a national chain with more than 600 franchise-owned locations, prides itself on freshly sliced, authentic Northeast-style sub sandwiches made-to-order just like they were in the original 1956 shop. Chris Johnson opened two Jersey Mike's franchise locations in Irmo, South Carolina, as a second business endeavor and was committed to delivering on the Jersey Mike's quality promise. He needed a surveillance system to secure his stores as well as provide live and recorded video to accommodate his busy travel schedule.

Solution

Johnson consulted with Axis partner A3 Communications, a Columbia, S.C.-based provider of professional IT services and support, to design a video surveillance solution. A3 took Johnson's vision for a surveillance system to a new level by recommending a hosted video solution that not only secured both restaurants but also helped him improve efficiency and service quality.

A3 installed affordable AXIS M1054 Network Cameras in each location that stream to a Secure-i hosted video platform. Onsite network attached storage (NAS) devices were implemented to record redundant, forensic-quality video in HDTV resolution.

Result

With pre-provisioned Axis cameras configured to link to the Secure-i hosted platform as soon as they are connected to the Internet, A3 Communications created a customized Jersey Mike's set-up that can be installed and up-and-running in any location in less than two hours. Johnson loves the easy remote accessibility of the system to monitor multi-shop operations from his iPhone and iPad while on the road. He frequently uses the video and audio as a valuable training tool for better customer service, proper sandwich-making protocol and efficiency, and safety tips for using the razor-sharp deli slicer. He also utilizes the motion and audio detection features of the Axis IP cameras to keep an eye and ear on his restaurants after hours.

“When you have video surveillance in the shop, security is a given. But the hosted video solution gives me real-time visual feedback about store operations to improve our efficiency and service quality. I could run all the ticket system reporting in the world, but seeing is believing. For people who own multiple locations, this (hosted video) solution is fantastic.”

Chris Johnson, owner of two Jersey Mike's locations in Irmo, South Carolina.

Surveillance made to order

At Jersey Mike's Subs, they pride themselves on authentic Northeast-style subs made by hands-on sandwich artisans just like they were at the original Mike's Subs in Point Pleasant, NJ. But with more than 600 franchisee-owned shops across the U.S., it can be difficult for multi-store owners to keep that hands-on promise when they can't be in two places at once. It's here where hosted video lends a helping hand.

“When you have video surveillance, security is a given,” says Chris Johnson, owner of two Jersey Mike's locations in Irmo, S.C. “But hosted video gives me real-time visual feedback about store operations to improve our efficiency and service quality. I could run all the ticket system reporting in the world, but seeing is believing.”

Johnson entered the franchise market as a second professional endeavor and sought a surveillance system to protect his assets. A3 Communications took this search a step further with a hosted video proposal: five AXIS M1054 Network Cameras with HDTV quality and two-way audio installed at each location streaming to Secure-i's cloud platform. The system is augmented with a NAS device and an uninterrupted power supply to record 60 days of 720p video even if power or Internet is lost.

Two places at once with hosted video

“When you own multiple stores and travel as much as Chris does, a traditional in-house CCTV system plays only a reactionary role. And what good is the system if someone steals or destroys the DVR?” asks Andre Fontana, regional VP of A3 Communications. “With hosted video, you have redundant and secure storage in the cloud, and video is available to use anytime, anywhere and for any purpose.”

Each Jersey Mike's location has around six or seven employees – half being high school-aged. Johnson frequently uses his iPad and iPhone to monitor both stores via A3's cloud portal and look in on everything from sub-making efficiency, to proper use of the slicer, to customer flow, to whether or not employees are following health guidelines.

“I was driving with a colleague after we installed the system and jumped on my iPhone to check in on lunch hour traffic. One of the guys making subs didn't have his hat on. I immediately called the store and said, ‘Hey, get your hat on!’”

Coaching moments like this occur from top to bottom. Jersey Mike's regional managers can login and help new franchisees analyze lunch traffic, provide efficiency tips to keep customers happy and even identify the most productive workers to fast-track them to manager.

And a side of security, please

With the cameras configured for motion and audio detection, hosted video works a 24-hour shift. A3's error checking system also regularly pings the cameras to ensure they are functioning. “I received an email alert at midnight with a video clip sent by A3,” says Johnson. “It was of a police officer doing his rounds. His flashlight triggered the motion detection. While he obviously wasn't a threat, it gave me great peace of mind to know that everyone was doing their part: the local police, the cameras and our security partners.”

Franchisee-tested, corporate-approved

Simple one-click set-up, remote accessibility, video quality and audio were the main reasons why the A3 hosted video offering was the first surveillance solution added to the corporate-approved list for franchise owners.

“Some of the Jersey Mike's locations only have DSL. But since we have the NAS device for high-quality, high frame rate video, that's plenty of bandwidth to stream a lower resolution and frame rate for operational monitoring,” says Fontana. Following the success in Irmo, Fontana has approached many other Jersey Mike's franchise owners across the southeast to convert their existing analog system or install an all-IP system. “Store owners decide in 10-15 minutes if the hosted solution will work for them,” explains Fontana. “I haven't had anyone say no.”

Johnson echoes this sentiment, “For people who own multiple locations, this solution is fantastic.”



Ar Poul Gwen crepe restaurants gear up with network video.

Axis cameras keep watch over Ar Poul Gwen restaurants in La Baule and Paris.



Organization:

Ar Poul Gwen

Location:

Paris, France

Industry segment:

Hotel/Tourism/Restaurants

Application:

Safety and security

Axis partner:

Yeddir

Mission

In the heart of Paris and in La Baule, the two Ar Poul Gwen crepe restaurants are in very busy locations. Previously equipped with an analog video surveillance system, the restaurant in La Baule needed to move to network video to keep an eye on the new crepe house in Paris and vice versa.

Solution

Ar Poul Gwen's manager was won over very quickly by the network-based solution Yeddir proposed, because he wanted a solution that was accessible anywhere in the world and covered a broad area of the restaurant. As a result of this, five Axis network cameras with high-definition image quality were installed in the Paris restaurant.

Result

The restaurant is watched over 24/7. Yeddir maintains the IT network and the surveillance cameras. The manager wanted to expand the system to connect the La Baule and Paris sites to Rio, where he owns another establishment, using TV screens to transmit direct images from each of the three sites.

“Yeddir is always looking to offer its clients video surveillance solutions that are efficient, sustainable and scalable, so we went with cameras from Axis Communications, whose high technology and image quality fit perfectly with the network architectures we offer.”

Mohammed Diouani, Yeddir technical sales.

From analog to IP

The Ar Poul Gwen crepe restaurants are in Paris on rue Etienne Marcel, and in La Baule at 65 avenue du Général de Gaulle. These areas are heavily frequented by both locals and tourists. The La Baule location already had an analog video surveillance system, but opening the Paris restaurant was a good opportunity to move to network video, considering the exceptional quality it offers. The goal was to have a full view from La Baule of the new crepe house in Paris to see the customer flow and security, and to watch the cash registers in an environment teeming with people.

Two criteria had to be met. Firstly, the system had to depict a wide area in a detailed, high-quality image. Secondly, the system chosen had to be accessible the world over to accommodate the manager's many trips, especially to Rio. Finally, it had to be as simple as possible to use, and ensure a good deal of independence.

Mohammed Diouani of Yeddir, an Axis partner, was familiar with the restaurant because of work done at the Paris site, and he showed them the potential of network video. The manager, Mr. Tardy, immediately decided to abandon his analog solution in favor of installing five Axis network cameras that met his criteria.

A complete solution

Five Axis network cameras were installed in two days. For watching over the cash registers and to have a total view of the restaurant, four AXIS M5014 HDTV Network Cameras were installed. These could change viewing angles, locally and at a distance, and provided an HD quality image. For the stockroom — where theft is easier — an AXIS M3004-V was installed. In addition to the cameras, AXIS Camera Companion video surveillance management software was perfect for the Ar Poul Gwen crepe restaurant, because they expect to open more restaurants and connect them to further screens through the simple, independent, advanced interface. An NAS storage device was installed to optimize the cameras' capacity by sending the flow of videos to a small digital storage bay. This made the system easier to use, providing the greatest possible freedom.

“Managing three geographically distant establishments, it is important to get a simple, effective video surveillance system installed quickly. Furthermore, the ability to connect the cameras to the network and check the images from my computer or cell phone — in complete freedom, thanks to the management software — were the benefits that clinched my decision”, explains Mr. Tardy, manager of the Ar Poul Gwen crepe restaurants.

Finally, the solution allows the establishment to be monitored day and night. And the manager has the ease of knowing that Yeddir maintains the IT network and the surveillance cameras. This means that the owner can check security, monitor and manage his restaurant from a computer or smartphone.

About Axis Communications – www.axis.com

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 its customers and carried 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 1,600 dedicated employees in more than 40 countries around the world, supported by a network of over 60,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ OMX Stockholm under the ticker AXIS.

About Ar Poul Gwen – www.arpoulgwen.com

Care for a scrumptious crepe or pancake before or after the beach, or after hours of browsing the shops? Ar Poul Gwen crepe restaurants are there for you. Discover an original concept in dining — fast and high-quality, with an exceptional atmosphere. The crepes and pancakes are prepared on site, from handmade products, and based on ancestral recipes that the founder brings to life with great originality. Ar Poul Gwen restaurants in La Baule and Paris are open 7 days a week from 11:00 a.m. to 1:00 in the morning.

About Yeddir – www.yeddir.fr

Yeddir is an IT company founded in 2010 and specialized in consulting and integration of video surveillance infrastructure on IP networks. With its technical expertise and knowledge of the territory, Yeddir SARL assists its clients with all aspects of their video surveillance projects (status of premises, choice of equipment, budget, deployment, support and maintenance). To better meet its clients' operating needs, Yeddir places priority on high-performance solutions that work well and are easy to use.



Restaurant opts for high tech surveillance.

Chefs In Motion deploys Axis cameras to keep an eye on its establishment.



Organization:

Chefs in Motion

Location:

Lonehill, Johannesburg,
South Africa

Industry segment:

Hotel/Restaurant

Application:

Security and
surveillance

Axis partner:

Technonet

Mission

Chefs In Motion, an up-scale eatery in the leafy suburb of Lonehill, Northern Johannesburg, has been serving mouth-watering meals and providing delectable catering for the past five years. With a constant flow of diners enjoying a private or corporate function, a romantic evening with a loved one or even a few drinks with friends at the spacious bar, the restaurant bustles constantly.

Owner and chef, Mike Varrie, believes that the safety and security of his patrons can only enhance their experience of dining out. With the alarming increase in mall and retail store robberies, he believes that it is imperative to adopt a proactive approach to security. Mike opted for a surveillance solution that is not only unequivocally superior but also unobtrusive and aesthetically pleasing to replace the existing outdated, inferior analog cameras.

Solution

Technonet, a company specializing in network surveillance installations, selected the AXIS M1011 Network Camera for this installation. The functionality, affordability and smart design of these small but powerful cameras make the AXIS M1011 the ideal choice for restaurants, homes and small businesses.

The strategically placed AXIS M1011 cameras use progressive scan technology to ensure superb image quality, even whilst people or objects are in motion, without blurring or distortion. Another crucial requirement was the ability to monitor the footage from a remote location as Mike did not want to be bound to his office to view the cameras. Individually configurable video streams in H.264 sustains image quality and frame rate to provide effective streaming from any location, allowing Mike to monitor his restaurant from anywhere at any time.

“The restaurant industry is a highly competitive environment and profit margins are relatively small. This means that every item pilfered and every patron who feels safer elsewhere has an enormous rand value impact – the Axis camera installation has provided first class surveillance that has had a positive influence on my bottom line.”

Mike Varrie, chef and owner, Chefs in Motion.

AXIS Camera Station functions as the recording system for the cameras. Offering a simple installation and setup process and efficient management of the attached network cameras, this IP surveillance software can view and record for up to 50 cameras. AXIS Camera Station utilizes camera-based motion detection to save bandwidth and disk space, locks prioritized recordings and has a bookmarking function for easy access to video of interest. With multiple search functions of recorded events and simple playback retrieval, the video management software ensures that sophistication and exceptional functionality is still easy to operate and effortless to expand.

The camera system is protected by a UPS that offers backup against power outages and a terabyte of storage allowing for the retention of 14 days of historical footage without compromising on image size, video quality or frame rate.

Result

The reduction of pilferage and stock theft has been a positive, unintentional consequence of the installation. Staff are aware that their behavior is being monitored and this, therefore, decreases the temptation to pocket smaller items that would not normally be missed. The cameras allow for the efficient management of customer complaints and provide additional security for patrons. Another enormous benefit is the ability to have eyes on all parts of the restaurant simultaneously. Instead of having to physically move between stations in the restaurant, Mike is now able to rely on the cameras, leaving far more time to concentrate on what he does best: fill stomachs with delicious cuisine!



Colombians dance the Cumbia protected by Axis network cameras.

Gaira Café Cumbia House in Bogota uses HDTV cameras with infrared lights to monitor poorly lit spaces at night.



Organization:

Gaira Café Cumbia House

Location:

Bogotá, Colombia

Industry segment:

Hotel/Restaurant/Tourism

Application:

Safety and security

Axis partners:

Lince Comercial, Observer Monitoring, ScanSource

Mission

A mainstay of Bogota nightlife since 1998, this restaurant has become famous for its live tropical music, traditional food, colorful décor and party atmosphere. Its owners, the Colombian singer/songwriter Carlos Vives and his brother, Guillermo, saw the opportunity to convert it into a central meeting point for the city's artists, earning it the nickname "The Artists' Café." Constant worry about client security at the establishment led the owners to look for higher quality cameras than the analog ones that were being used.

Solution

Aiming to expand and improve their electronic security system, Gaira Café Cumbia House sought out Observer Monitoring, an Axis partner in Colombia. They recommended migration to an IP system of thirteen fixed infrared (IR) AXIS M3024-LVE and five AXIS M1013 Network Cameras, and one AXIS Q1765-LE Network Camera. Distributors Lince Comercial and Scansource – also Axis partners – collaborated on the project as well.

Result

In addition to bringing a greater sense of security to its clients, Gaira Café Cumbia House uses the imaging capabilities of the new system to locate objects lost in dimly lit areas at night. The cameras are integrated into screens visible to everyone in the bar and also generate videos over their YouTube channel, GairaTV. Being outdoor-ready, the same camera models are found outside the entrance and on the facade in front of the bar, where they are in use 24 hours a day, seven days a week.

“In Colombia, security in bars and restaurants is very important. This is why we decided to use IP cameras instead of analog ones. They are much clearer and have better image quality that allows us to zoom in on them. The task of recording video also became much easier. As Gaira Café Cumbia House continues to expand, we will continue using IP technology.”

Milton Ramírez, General Manager, Gaira Café Cumbia House.

Music videos shared on the Internet

One of the greatest innovations of the video surveillance system adopted by Gaira Café Cumbia House is to use the cameras in ways that go beyond security. One of the AXIS M3024-LVE Network Camera models – which offers HDTV image quality, a built-in infrared LED and is vandal-resistant – is aimed at the stage and records the night's musical performances. This video footage is enhanced by the establishment's sound and video editor, who sends it to all displays throughout the bar so that everyone can enjoy the show. At the same time, the videos are shared worldwide over the Internet on GairaTV, the bar's YouTube channel.

Supervision of cash registers and people

In any commercial establishment, one critical area is the cash register. At Gaira Café Cumbia House, the register is monitored using the bullet-style AXIS Q1765-LE Network Camera. Its HDTV-quality 1080p resolution and built-in IR illumination offer a clear view of everything that happens with the handling of money and client credit cards.

Another important area is the kitchen. Axis cameras monitor the handling of food, guaranteeing that the establishment's adopted procedures are followed by employees. Additionally, cameras installed in hallway areas help management evaluate employee quality of service.

Expansion in sight

After having begun its expansion with the first two floors in 2008, Gaira Café Cumbia House has plans to continue expanding to six floors. This growth will go hand-in-hand with a video surveillance project currently consisting of 19 Axis cameras – slated to increase to approximately 80 cameras from Axis.



Gaira also uses cameras to record musical performances that are displayed on the screens arranged in various areas of the bar and on the “GairaTV” Gaira channel on YouTube.



IP video surveillance for customer security.

Switch to network cameras adds value to video surveillance solution.

**Organization:**

Taiyo S.r.l.

Location:

Milan, Italy

Industry segment:

Hotel/Restaurant

Application:

Safety and security

Axis partners:

Kinetic Solutions S.r.l.,
Milestone Systems

Mission

For many years now, Milan's Wu Taiyo restaurants have set a benchmark for quality oriental cuisine and have been the places to go to enjoy exquisitely presented Japanese and Chinese food in this city. To date, all of the Wu Taiyo group's impeccably designed restaurants had been equipped with analog video surveillance systems. However, these systems no longer meet the growing needs of the owners, who opted to install digital equipment in the new restaurant to be opened in Viale Monza.

Solution

The system designed for the new Wu Taiyo restaurant by Axis partner Kinetic Solutions employs 12 AXIS M3005-V HDTV mini-dome cameras dedicated to interior surveillance and 2 compact HD quality AXIS M1114-E Network Cameras with progressive scanning capacity that cover exterior areas, all cameras having HDTV performance.

Video stream management is handled by Milestone Xprotect® Express software, an open platform IP video management software that features a simple, guided setup procedure. A local server takes care of storage.

Result

This solution provides extremely reliable and discreet video surveillance that ensures the safety of both the premises and customers with hardware that is perfectly integrated into the refined atmosphere of the restaurant's large central dining space and two secondary spaces, where lighting effects are part of the interior design.

“The selected Axis cameras have allowed us to offer a first-rate solution, in terms of both price and quality. The client immediately noticed the difference in performance between the digital equipment in the new restaurant and the analog systems installed at the chain’s other locations. Achieving this excellent result has further consolidated our partnership with Axis.”

Stefano Sardella, Sales Manager - Kinetic Solutions Srl.

The new Wu Taiyo restaurant chooses IP video surveillance

The new Wu Taiyo restaurant that recently opened in Viale Monza is the fourth and latest of a chain of restaurants located throughout Milan that offers an ample selection of reasonably priced Japanese and Chinese dishes prepared with the highest quality ingredients.

The main reason that the owners opted to install the latest technology in security in their new restaurant was their dissatisfaction with the performance of the analog video surveillance systems at the chain’s other locations and a desire to provide the best security possible for the new restaurant and its customers. A theft that had gone unnoticed by personnel during business hours had brought a particularly grave problem to their attention: due to the poor quality of the images provided by the security systems they were currently using, it had been impossible to identify the offender.

Kinetic Solutions considered Axis to be the ideal partner for the design and installation of this new system. AXIS M3005-V was chosen for interior spaces and AXIS M1114-E was selected to cover exterior areas. The client was given the possibility of attending a demo to personally check the effectiveness of these cameras prior to installation. The appearance of the equipment was one of the crucial aspects of this project. Architect, set designer, and interior designer Maurizio Lai, who had been contracted to design the new restaurant, wanted to personally ensure not only that the chosen cameras didn’t in any way mar the environment he had created, but also that they were fully integrated into the interior design and would add a finishing touch.

AXIS M3005-V is an extremely small, inexpensive and easily installed fixed dome camera that supports the HDTV 1080p format, offers 2-megapixel resolution and has a 16:9 image aspect ratio. It offers a 118° viewing angle that’s perfect for covering wide areas, and as it accommodates three-axis angle adjustment, it can be mounted on both walls and ceilings. Altogether, twelve AXIS M3005-V Network Cameras were installed inside the restaurant, including one at the entrance that films customers as they enter and leave and another near the cash desk. The rest were distributed throughout the other areas.

AXIS M1114-E is an outdoor camera that offers excellent HDTV image quality with progressive scanning at 30 frames per second and 1-megapixel resolution. It is fitted with a CS-mount that allows a wide range of lenses to be chosen from. A varifocal DC-Iris lens, which uses a motorized diaphragm opener that automatically reacts to changes in light to ensure high quality images without motion blur, is the standard lens for this camera. These cameras can generate individually configurable H.264 and Motion JPEG streams to optimize bandwidth use and storage space, and have casings that protect them from dust, rain, snow and sun. They are designed to operate at temperatures that range from 20°C to +50°C (-4°F to 122°F) and require no additional heater.

One AXIS M1114-E camera was installed at the main entrance of the restaurant and another was mounted near the service entrance at the rear of the building.



Runxin Wu, manager of the Wu Taiyo restaurant chain, stated, “We are very pleased with the end result and we intend to modernize the systems in the other restaurants using Axis cameras.”





Axis network cameras. More than just surveillance.



When you are responsible for the safety, security and everyday function of a large restaurant, you keep busy. That is why you can rely on Axis network video solutions for dependable, crystal-clear HDTV video in real-time anywhere you need it. With Axis network video solutions, you get more than just surveillance. You can improve safety for your customers and staff while securing your cash registers and overseeing your delivery of goods.

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