

Case Study


Surveillance System

FS Video Surveillance Solution Provides Reliable Security for Beauty & Personal Care Stores

This case study introduces how FS retail video surveillance solution helps customers solve a series of business problems such as decentralized equipment management, poor security, and low reliability.

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Country

 Japan

Industry

 Retail

Network Type

 Midsize Business Surveillance

Solutions

 Surveillance System

Key Stats

- In the overall network layout, a single beauty & personal care store is composed of multiple intelligent IP cameras with different functions, and the headquarters is composed of video management platform+IPSAN+display control products.
- Since it is no longer necessary to configure and maintain NVR equipment in each branch, customer operation and maintenance costs are reduced by 30% and the overall management process is simplified.

The stores support video surveillance and transmit data to the headquarters. The headquarters can achieve unified management of video data and storage of all IP camera video recordings, which can be kept for 3 months.

Highlights

- FS designed and implemented a centralized management architecture solution, which focused on centralizing the NVR functions of all chain stores at the headquarters. The centralized NVR deployment allows the headquarters to easily manage and adjust the entire system, bringing more efficient operational performance and better security performance to customers.
- The beauty & personal care store cameras have intelligent recognition functions and can perform facial recognition capture and motion detection recording. For thieves discovered through the monitoring system, they can be blacklisted and sent to other stores for early warning in other stores.
- This solution uses a VMS (Video Management System) platform with lightweight management capabilities, allowing customers to access and monitor real-time videos of their chain stores through mobile devices at any time and anywhere, and grasp network status and performance in a timely manner.



Overview

Retail chains face a variety of challenges, such as vandalism, shoplifting, and fraudulent claims. In this case, a strong security camera system is the first line of defense. If retail chain owners want vigilant guards against theft, improve store operations, or wish to ensure employee safety on your store premises, installing store security cameras is an essential investment.

The customer is a cosmetics brand chain store operating in Japan. Its main business is the retail and wholesale of various brand cosmetics, as well as the provision of beauty and fitness services. With the rapid development of business, the scale and number of stores continue to increase, resulting in a series of business problems such as scattered equipment management, poor security, and low reliability, which cannot meet the growing business needs.

Challenges

The customer has thousands of beauty & personal care stores in Japan. The number of stores is large, and the amount of monitoring data in each store is large. At the same time, management and operation are difficult. Due to the lack of a unified management platform to remotely deploy, configure and manage network devices, the customer hopes to achieve unified management of all security cameras on an integrated management platform at the headquarters, which can simplify branch configuration and reduce deployment time and cost.

Beauty & personal care store employees need to do inventory counting three times a month, so they need to quickly identify which shelf and time period the goods are lost. Therefore, the customer wants security cameras with intelligent recognition functions to be installed in high-value areas such as store shelves and

warehouses, and to achieve rapid retrieval of small object monitoring through motion detection and recording functions.

Beauty & personal care stores have a large flow of customers and complex personnel access. There is a lack of alert and defensive measures against potential thieves or bad elements, as well as a complete set of logic for identifying suspects of lost goods and a facial blacklist system. The customer requested security cameras with intelligent recognition functions that can manage facial blacklists to protect property and ensure safety.

Since there is no mobile app remote viewing function, store managers cannot view the store's video surveillance recordings through their mobile phones. Therefore, customers hope to use the mobile app for remote monitoring, so that they can view the monitoring screen at any time on the mobile phone, which is convenient for managers to view the operation status of each store at any time, thereby achieving efficient management of chain stores.



Solutions

Considering the large number of stores, the large amount of monitoring data, and the difficulty of management and operation, the customer decided to adopt a centralized deployment instead of configuring NVR in each store. With this configuration, all recordings will be centrally stored and managed at the headquarters. The customer can easily remotely deploy, configure and manage network devices through the VMS management platform. This lightweight management method helps quickly upgrade network devices and supports multiple network security strategies to ensure the reliability of the entire network.

In order to facilitate employees to complete regular inventory counts and reduce the occurrence of store theft, the customer required security cameras to have intelligent recognition and face blacklist functions. Therefore, the IPC301-5M-B camera was used in a beauty retail video surveillance solution to capture faces at the entrances and exits. The IPC301-5M-F fisheye camera is used in the shopping area to achieve 360° panoramic coverage without blind spots. At the same time, IPC301-5M-F supports capturing customers' faces and picking up goods. If the goods are lost, you can use face positioning video evidence. After confirming the face, you can add it to the blacklist and issue an early warning to other stores to prevent known bad elements from entering their area, effectively reducing the incidence of theft. The IPC204-5M-P PTZ camera monitors the area around the store, supports perimeter intrusion detection, audible and visual alarms, and automatic tracking to help identify potential risks in the surrounding area. IPC301-8M-T and IPC701-4M-B ensure real-time monitoring of high-value product areas on store shelves and warehouses.

By using this retail security camera system solution, beauty & personal care supports video surveillance and transmits data to the headquarters, and the headquarters can realize unified video data management and core area video backup functions, and the video recording can be stored for up to 3 months. The NVR video storage capacity is up to 40TB, and the source of the event can be traced through video playback, and it supports remote viewing on mobile phone apps, which is convenient for managers to check the operation status of each store at any time, thereby realizing efficient management of chain stores.

Results

The customer eventually worked with FS to design and implement a centralized management architecture solution. The beauty & personal care store headquarters consists of VMS+IPSAN+VMA+display control products, and the store branches are composed of multiple intelligent IP cameras with different functions. The core is to centralize the NVR functions of all stores at the headquarters. Since there is no need to configure and maintain NVR equipment in each branch, the customer can significantly reduce operation and maintenance costs and simplify the overall management process. In addition, each beauty & personal care store does not need to be equipped with additional storage devices, and the customer's capital expenditure on video storage hardware can also be greatly reduced. By using the VMS management platform, the customer has greatly improved the monitoring efficiency of the chain stores and ensured that it can respond to various situations in real time. In addition, beauty & personal care store managers can also view the videos of each store at any time through mobile applications, bringing unprecedented convenience and flexibility to management.



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