



Challenge

Secure over 21,500 square feet of brand new retail space, reduce theft, minimize accidents, safeguard the store's perimeter and parking lot.

Solution

The IT staff at Grippon, a popular retail chain in Brazil, manages the system from their desktops using Avigilon Control Center (ACC) with High-Definition Stream Management™ (HDSM). The company installed 40 Avigilon HD 1 MP and 2 MP cameras to monitor the interior and exterior of their Rio de Janeiro-based department store. The store also uses ACC Mobile to view live and recorded images wirelessly.

Benefits

Through the installation of a business-efficient Avigilon HD surveillance system, Grippon will reduce its long-term expenses. The store is able to use fewer security cameras since Avigilon IP cameras have the capability to cover more ground. Implementing fewer units also helps Grippon save on future maintenance costs. Grippon relies on the Avigilon system to measure the efficiency of their employees as well as monitor the hundreds of patrons who pass through the store daily. Using the Avigilon Control Center (ACC) software, the store has significantly lowered its response time to theft and other situations that require immediate attention. ACC Mobile also allows security personnel at Grippon to manage the store's surveillance during off-hours.

- Reduce cost of future maintenance
- Protect employees, assets and customers
- Superior image quality
- Software with adjustable language features

Market: Retail
Location: Brazil
Partner: TechnoComp/Paris Cabos

Featured Products



ACC Software



1 MP HD Dome Camera



2 MP HD Dome Camera



ACC Mobile



Analog Video Encoder



Expanding department store creates safe shopping environment for customers with Avigilon High-Definition Surveillance System

Established in 1983, Grippon is a growing department store chain based in Brazil. The store offers a wide variety of affordable products from clothing and footwear to custom jewelry. In Rio de Janeiro since 1993, Grippon opened its eighth store in 2011 in Queimados, a city located in the Brazilian state of Rio de Janeiro. The store initially installed security cameras from another manufacturer, but quickly realized they needed a more sophisticated HD surveillance system to secure 21,500 square feet of retail space, which is spread out over three floors as well as safeguard the store's exterior and parking lot. Creating a safe shopping environment for Grippon patrons along with protecting the store from theft and crime is one of the chain's top priorities. With the assistance of TecnoComp, a leading provider of IT services in Brazil, and the supplier, Paris Cabos, Grippon chose to install an Avigilon high-definition surveillance system for its exceptional image quality and detail, efficient storage, ease-of-use platform and competitive pricing. "The savings combined with what we feel is the most modern technology in the surveillance sector are certainly some of the biggest commercial advantages of Avigilon," said Ricardo Perdigao, the commercial director of TecnoComp.



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Convenient and User-Friendly System

Grippon installed 40 Avigilon HD dome cameras ranging from 1 MP and 2 MP to monitor the interior and exterior of the store. The company used high-definition panoramic IP dome cameras with HDSM, allowing four sensors to make a panoramic coverage from a camera (180° or 360°). With pre-focused lenses, the cameras are vandal, water and dust proof. The IT staff manages the surveillance system from their desktops using Avigilon Control Center with HDSM. The control center is remote and accessed via web. Having remote access full-time and in real-time is another benefit of using Avigilon IP cameras. “Since there is no image loss or locking of the system, you can manage the system from home as if you were in the store,” said Alessandro Ribeiro, IT Manager at Grippon.

The store used an Avigilon encoder to seamlessly integrate the existing analog cameras into the ACC. “The use of the encoder, combined with the ACC software, modernizes the existing analog installation without the need of total replacement, preserving part of the initial investment and incorporating these analog cameras to the digital management and recording system”, explains Claudinei Maia, Commercial Director at Paris Cabos.



Crime Reduction

Ribeiro also found the superior image quality and the user-friendly ACC platform to be valuable and efficient resources when dealing with shoplifters. “The theft sometimes involves three or four people and if we focus on one of them, we previously lost the ability to detect the other shoplifters,” explained Ribeiro. “With the Avigilon system that does not happen and we have the conditions to prove what happened using the zoom, analyzing the scene later with quality and without losing any detail.”

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Cost-Effective

The versatility of Avigilon HD cameras has been cost-effective for Grippon. “We had a 50 percent reduction in the cost of infrastructure when we chose the high quality IP panoramic cameras of 180° and 360°, because they require less network points and infrastructure,” stated Ribeiro, who pointed out using less hardware will also reduce the cost of future maintenance. Ribeiro believes his investment is well worth it. “The advantages of using Avigilon compensate for the initial cost of the project,” he said. “But due to the savings generated, our investment will be paid off in two years, at the most.” In addition, the whole infrastructure is Power over Ethernet (PoE), which generates the reduction of the maintenance and electrical infrastructure costs for the operation of the system. Grippon plans on implementing a similar system in other stores in the chain as well as future locations.

