



success story

EDEKA Lustfeld GmbH

NETAVIS iCAT video analytics complements and optimizes the video surveillance by Observer. Shoplifting is reduced to 0,01% and clients and employees feel save.



„With NETAVIS Observer we dispose of a future-proof video surveillance and were able to significantly reduce inventory shrinkage.“

ANDRÉ HANEKAMP
MANAGER, EDEKA LUSTFELD GMBH

Challenge

Inaugurated in October 2013, the E-Center Lustfeld in Nienburg, Germany, is one of the region's reference markets of EDEKA. The store counts 2.600 m² sales area, 75 employees and an assortment of about 30.000 goods.



A turnstile at the entrance was deliberately avoided, clients can freely move in and out of the wide and open passage. It repeatedly happens that clients leave the shop through this unprotected area, with a full trolley and without paying at the cash register first. Despite the regular presence of detectives, the store suffered inventory shrinkage up to 1,5 percent.

Theft, shrinkage and assaults after the long opening hours shall be avoided by means of a modern IP video surveillance system.

Solution

The professional video management platform NETAVIS Observer governs a total of 48 Full-HD cameras with highest image quality on a single server. Due to the corridor format and an extended width view of the IP cameras, the shops entire retail space is covered by video surveillance for loss prevention.

Furthermore, the seamlessly integrated iCAT video analytics secures the spacious entrance area with only one camera. The Object Tracking feature reliably distinguishes between people with and without trolleys or shopping carts.

People leaving the store with a shopping cart through this area pass a virtual trip wire and thereby trigger a short alarm at the monitor station of the information desk. Thus, the employees are discretely made aware of the situation, without bothering or alienating other clients.

Benefit

Before leaving, employees can check the delivery zone and parking spaces behind the market on a monitor at the staff exit. This greatly enhanced the sense of security for the employees closing the store at late hours. Assaults are effectively prevented.

Thanks to the archive feature of NETAVIS Observer and the IP cameras' high definition, more than two thirds of the thefts are now identified. SAFE-Export offers up to 16 camera streams in a manipulation-safe file-format as evidence to the police and the courts. Inventory discrepancies have therefore been reduced from 1,5 to only 0,01 percent.

NETAVIS iCAT video analytics currently secures the entrance area. EDEKA is planning to use further iCAT video analytics features like People Counting and Face Detection for age group and gender estimation in the future.



SECTOR:	Retail
LOCATION:	Germany
SOFTWARE VERSION:	NETAVIS Observer 4 eXtended Edition
SPECIAL FEATURES:	iCAT video analytics, Smart Tripwire, SAFE-Export
TECHNICAL DETAILS:	Currently 48 IP cameras, 1 server, centralized installation