Customer Success Story

MIRASYS

Fully integrated IP surveillance solution for retail toy giant

"We were very happy with the Axis and Mirasys partnership. The IP surveillance system is very easy to use and is a good solution for large scale projects and multiple sites. The remote access means it is very easy for our store managers to find events that have happened," said Stephen McGivern, Facilities Manager for Smyths Toys Superstores.

AXIS COMMUNICATIONS

THE CHALLENGE:

- Unable to get the most of the existing analogue CCTV system
- Needed centralised monitoring for all stores
- Business requirement of needing more days of store footage could not be met
- Quality of video image was poor

THE SOLUTION:

- Mirasys Enterprise supports up to 5,000 IP and analogue systems
- Unique features such as corridor format provided excellent views of the aisles and high quality images
- High quality custom hardware ensured high availability and met data retention requirements

THE BENEFITS:

- Improved image quality whilst reducing the number of cameras needed due to the corridor format solution
- Long-term video storage and improved performance infrastructure
- Remote accessibility for video footage and centralised monitoring for all stores for out of hours alarms

The Challenge

Smyths Toys Superstores, founded in 1987, is a leading provider of children's entertainment products with 63 stores throughout the UK and Ireland. Smyths Toys Superstores are the largest toy retailer in Ireland.

It has been rapidly expanding into the UK and Irish markets and a number of new stores have opened over the last few years.

Smyths Toys Superstores were unable to get the most out of their existing analogue CCTV system, as they could not increase storage and the quality of the video was very poor. Their business requirement of needing more days of store video footage could not be met by their current system.

"We were looking for improved performance infrastructure in our new stores, as well higher image quality and remote accessibility for video footage. Centralised monitoring for all stores for out of hours alarms was also a key requirement," said Stephen McGivern, Facilities Manager for Smyths Toys Superstores.

The Solution

The partnership of Axis and Mirasys offered Smyths Toys Superstores an easy to use, fully integrated IP surveillance solution.

Unique features such as corridor format provided excellent views of the aisles and high quality images but reduced the number of cameras they required as well as the amount of unwanted data.

Multisys the company that installed the Axis and Mirasys solution were able to build high quality custom hardware for Smyths Toys Superstores that ensured high availability and met data retention requirements.

Over 1500 IP cameras and 35 Mirasys recorders; 500 analogue cameras and 15 Mirasys hybrid recorder were utilised across 35 sites.

"The Axis and Mirasys partnership is ideal as all features of the cameras are supported and installation times are brought down significantly by simple search methods. Mirasys' ability to auto detect the orientation of the camera 16 by 9 or 9 by 16 (tall or wide) means that we can use less cameras," said Eoghan Carroll, MD of Multisys.

Mirasys Retail Surveillance solutions are designed to help retailers get the most value from their investment. Mirasys helps to ensure safe environments, reduce loss as well as investigate and prosecute crime. Through the partnerships with specialist integrators such as Multisys and leading camera manufacturers such as Axis, retailers know that they are getting the best solution for their requirements and protect their investment by implementing a future-proof system that can evolve to meet their changing needs.

The Benefits

Following the implementation of Axis cameras and Mirasys NVR Enterprise, Smyths Toys Superstores have now been able to improve image quality whilst reducing the number of cameras needed due to the corridor format solution. The key aims of the project have now been achieved.

"The high quality clear images provide a significant improvement compared to our old system without a monumental cost increase. The Axis / Mirasys partnership has provided a solid future proof solution which can grow as our number of stores increases," said Stephen McGivern, Facilities Manager for Smyths Toys Superstores.

"This project is a great example of how the close relationship between Axis and its partners delivers solutions to customers with real benefits operationally on a day to day basis. The depth of integration done by our application development partner, Mirasys, goes well beyond simply recording a stream from an Axis camera. Mirasys provide in depth integration of all Axis cameras and the value add features that we include in our range. One example is the use of our corridor format feature, this coupled with the knowledge and installation expertise of Multisys, along with Mirasys' powerful recording solution, proves that a best of breed approach does not mean a less feature rich solution," said Daren Lang, Axis Communications Business Development Manager for Northern Europe.