# Shopping securely in the Swiss pharmacy network.
## Anti-theft video surveillance with Axis network cameras.



**Organization:**
Amavita, Galenica Group

**Location:**
Switzerland

**Industry segment:**
Retail

**Application:**
Theft prevention and store security

**Axis partner:**
STVS SA

## Mission

Amavita, the largest pharmacy network in Switzerland belonging to the Galenica group, makes an important part of its sales with creams, bath additives and the like. However, it is particularly the perfumery departments which display attractive self-service products that are an easy – and popular – victim for shoplifters. In 2006, the pharmacy network planned to install a powerful and reliable surveillance system. From the outset, they wanted more security for their customers and employees, and were also interested in the financial aspects, as Amavita sales losses from shoplifting were significant. This goal defined the requirements: the system had to provide clear images, be easy for staff to operate on-site and have enough memory capacity for video feeds to monitor every entry point and cash desk. In addition, the IP-based video surveillance system including network cameras had to easily be integrated into the existing central IT system at Galenica Holding's head office in Berne.

## Solution

After a successful initial test, Galenica decided to install a solution based on network cameras from Axis Communications, which are controlled by STVS's ProVision software and are linked to Galenica's head office via the IP network. The company decided to install this video surveillance system in all of Amavita's new or newly renovated branches. By the beginning of 2009, ten Amavita pharmacies were equipped with Axis network cameras and the ProVision software. In all, more than 60 cameras were installed.

The Amavita branches are each equipped with a video surveillance system suited to local conditions. On average, eight surveillance cameras were installed per pharmacy; the camera models Galenica chose consisted of a variety of fixed and PTZ domes, including AXIS 209MFD, AXIS 212 PTZ, AXIS 216MFD and AXIS 225FD, depending on requirements. The cameras monitor the entrances, exits and cash desks in particular.

**AXIS** COMMUNICATIONS

"All in all, the video surveillance with Axis network cameras has increased the feeling of security for everyone: the employees and customers feel they are better protected and management can see that the employees can now react better to theft and troublesome behavior from customers."

Antoine Ody, STVS SA.

Each branch also has an AXIS 292 Network Video Decoder and analog monitors so that it can be seen from outside that the pharmacy is under constant surveillance. All cameras are linked to a central control room in Galenica's head office in Berne.

## Result

The new system transmits crystal-clear images. The Axis network cameras can be easily operated and the stored data is very stable. Thanks to the software, recordings of past incidents are easily found. Security at the branches has notably improved as a result, in line with the goal of the Galenica management. Since the installation of the new video surveillance equipment, shoplifting in the respective branches has fallen considerably. As high-quality video images of specific incidents can be retrieved with the system as and when required, there have been several cases where the local police have been able to identify and arrest shoplifters with the help of the surveillance images.

The Amavita chain is the largest pharmacy network in Switzerland with more than 120 branches in city center locations and shopping centers from Geneva to Davos. The chain belongs to the Galenica holding company, a diversified group in the health market with more than 3,000 employees throughout Europe. Galenica develops, produces and distributes pharmaceuticals, runs pharmacies and provides logistical services and databases.

## The goal: security for customers and employees

When Amavita opens or renovates its branches, the question of security always plays an important role in the process. The management of Galenica for French-speaking Switzerland therefore contacted the video surveillance specialists STVS S.A. in mid-2006 with the request for a powerful and reliable surveillance system. The most important goals were the security of customers and employees and prevention of shoplifting.

Galenica initially tested the proposed concept of video surveillance with Axis network cameras in one of the most important Amavita branches in Geneva. In the pilot project, the system provided clear images at high speed. Since then, Galenica has equipped ten Amavita branches with a total of more than 60 Axis network cameras.

## Cutting-edge network cameras linked to headquarters

On average, eight surveillance cameras were installed per pharmacy, including fixed and PTZ domes such as the AXIS 209MFD, AXIS 212 PTZ, AXIS 216MFD and AXIS 225FD. The STVS software application ProVision 5.2 is used to manage the cameras and systematically archives the images on recording servers for up to three weeks. Each branch also has an AXIS 292 Network Video Decoder and analog monitors.

Galenica's head office has access to all pharmacy branches which are linked to the video surveillance system via the IP network and can access both video and data via the central control facility or the remote access options. To ensure that the video surveillance systems can be accessed in Amavita's entire virtual private network (VPN), STVS installed additional small firewall devices at each connected branch.

Before, Amavita pharmacies were either not monitored at all or were equipped with old cameras which worked slowly and provided poor-quality images. Now, the new Axis system meets Galenica's requirements regarding the image quality, ease of use and data stability. This is also reflected in the company's future plans. Galenica is now considering equipping its branches in the German- and Italian-speaking cantons with the powerful Axis video surveillance equipment and has also started a new project to upgrade the old analog surveillance systems to IP in Amavita pharmacies, using Axis video encoders and STVS's ProVision software and servers.