

Retail chain Makro prevents losses in Colombia with Axis cameras.

With more than 480 IP cameras, Colombia has achieved the greatest reduction in theft for the Makro chain in South America.



Organization:
Makro Superwholesaler
(Makro Supermayorista)

Location:
Bogotá, Colombia

Industry segment:
Retail

Application:
Loss prevention, safety
and security

Axis partners:
Lince Comercial, Smart
Development Systems
Corp.

Mission

Makro is a discount retail chain with more than 700 stores on four continents, making the company the world's largest discount retailer. In Colombia, the Makro Supermayorista S.A. chain consists of 16 stores and service stations throughout 10 cities. These stores and service stations had been relying on analog video surveillance systems which generated ongoing maintenance costs. In parallel with the company's increase in revenue over the last several years, there was a need to implement complete coverage of facilities to ultimately prevent theft, provide security and improve service at merchandise delivery points.

Solution

Makro Supermayorista S.A. decided to implement a process of migration toward IP video in conjunction with Smart Development Systems Corp., an Axis partner with extensive experience with this type of installation.

The project included the installation of more than 480 cameras from Axis Communications – integrated with two recording management programs on two separate platforms: SDS Recorder and My Smart Video.

Result

The video surveillance system implemented has reduced maintenance costs and merchant losses while allowing for the continuation of the migration process away from analog technology to IP. It has also created a situation now where consumers feel safer as a result of actions taken to prevent incidents.

“The implementation of Axis camera technology has been very important to our project. As a result, Colombia has achieved the greatest reduction in theft relative to the rest of the chain in the South American countries - largely due to the implementation of IP video.”

Manuel Barragán - Makro's National Manager of Loss Prevention.

Makro

Makro implemented 12 different Axis network camera models, with the majority from the Axis M-line. One example is the AXIS M2014-E bullet-style network camera in a compact, lipstick-size design, that has an IP-66 qualification factor and produces 720p HD image quality.

A total of 50 AXIS M3203 Network Cameras were installed offering Intelligent Video functionality – ideally suited for the needs of businesses. An additional 61 AXIS M1031-W Wireless Network Cameras were also installed along with 15 from the AXIS M1113 Network Camera Series.

Tamper-proof fixed domes

The fixed domes AXIS M3004-V and AXIS M3005-V Network Cameras are tamper-proof camera models, shock-resistant up to a force of 2000 lbs. With HDTV image quality (1MP and 2MP, respectively), they offer “Corridor Format” video – perfectly suited for super-market aisles with a 9:16 vertical-format aspect ratio, providing a detailed view even of customers located furthest from the camera position. Both models are capable of local data storage.

Makro also acquired the AXIS P3343-VE Fixed Dome Network Camera which features a water-resistant, tamper-resistant casing.



The Makro security project – developed by the Department of Loss Control and Information Technology – has provided improved security in 16 stores, four service stations and one main office.

