

## Z Energy fuels its holistic security strategy with Axis.

200+ fuel stations in New Zealand are now safer thanks to Axis high-definition IP.



**Organization:**

Z Energy

**Location:** New Zealand

**Industry segment:**

Retail

**Application:**

Loss prevention, safety and security, remote monitoring, license plate recognition

**Axis partners:**

Focus Digital Security Ltd., Digifort

### Mission

Z Energy was looking for a strategic technology partner with the ability to design and execute an end-to-end CCTV solution, including high definition network video cameras to enhance security in its 200+ sites across New Zealand. Staff and customer safety, as well as asset protection and reliability were the top priorities for Z Energy.

### Solution

Z Energy, with the help of its appointed strategic technology partner Focus Digital Security, upgraded its security camera fleet to Axis solutions in an \$8 million nationwide rollout. Axis products were chosen for their high quality and their seamless Video Management Software (VMS) compatibility, in a competitive tender against ten other companies.

The \$8 million project was a significant investment, to date more than 200 Z Energy fuel stations are equipped with the new surveillance system, with more than 2500 Axis network cameras deployed.

### Result

Axis network cameras now provide Z Energy staff and customers the highest level of protection. Through acting both as a deterrent and monitoring system, incidents can be easily identified and assets are now better protected. Axis solutions have improved Z Energy's security and are helping the company to drastically reduce fuel theft and deter offending and theft on their retail sites. Focus Digital Security successfully delivered the project on time and within budget. The surveillance system and customised Automatic Number Plate Recognition (ANPR) solution has been mandated for all future sites.

**“We take safety extremely seriously, which is why we wanted the best holistic surveillance system possible. That sends a powerful message to our staff, customers and any would-be criminals.”**

Mark Forsyth, Z Energy, General Manager of Retail.

Z Energy operates over 200 fuel stations and 160 truck stops across New Zealand. Previous surveillance systems installed were outdated and did not provide Z staff the protection levels required, nor sufficient image quality. To successfully implement its ambitious security strategy, Z opted for a holistic approach to security, choosing to install high-definition, quality cameras that integrate seamlessly with intelligent VMS software. Focus Digital Security were chosen as their strategic partner to design and execute the solution.

### High-definition quality images for easy recognition of people and vehicles

Each fuel station has at least 13 high definition network cameras filming the forecourt, pumps, entrance and retail store. Crystal-clear footage allows Z staff and local police to identify people and vehicles should an incident occur.

A mixture of AXIS P Series network cameras are used to achieve high-definition coverage of the forecourt and external areas of the Z buildings. In addition, AXIS P Series and cost-effective AXIS M Series network dome cameras are installed within retail spaces to provide high definition coverage of merchandise and transactional areas.

### Protecting staff, customers and assets

Now that Z sites are equipped with Axis IP cameras, they are reaping the rewards of a comprehensive security system, linked to customized ANRP and POS integration solutions designed by Focus. Z has significantly reduced drive-offs (vehicles filling up with fuel without paying). Thanks to these improvements, Z today provides top class protection to its staff, customers and assets.

### Number plate recognition

Following a successful pilot of 11 sites in 2014, which resulted in a reduction of drive-offs by up to 80% at some sites, a customised ANPR solution utilising the new Axis cameras was designed. Focus worked with world-leading Optical Character Recognition (OCR) developers Adaptive Recognition Hungary (ARH) to create New Zealand's first dedicated ANPR OCR engine using machine-learning technology. To complete the solution, Focus partnered with Auror, a Crime Intelligence Platform. Auror integrated its cloud solution with the ANPR systems to provide automated real-time alerts to prevent drive-offs, accurate and real-time data management across Z Energy's network of sites, and quick and easy reporting of crimes to the New Zealand Police.

### A new customer and staff experience at Z Energy premises

The Axis IP cameras have allowed Z to create a whole new customer experience and staff working environment at their fuel stations, including the ability for support office staff to remotely view any one or more of the 200+ sites in real-time. In 2018 Focus worked in conjunction with Z's Innovation team and successfully piloted "Fastlane", a New Zealand first concept that allows customers to register their vehicle and credit cards details to a smartphone app and purchase fuel via number plate recognition technology installed. Focus actively collaborates with Z to maximise their investment in Axis products, especially as new business intelligence and AXIS Camera Application Platform analytics are released.

#### About Focus Digital Security

New Zealand-owned, Axis partner, Focus Digital Security have been awarded the Axis Solution Partner of the year on three occasions (three consecutive years).



"Z's cutting-edge digital CCTV technology is making a huge difference on Z sites, particularly in preventing 'drive-offs' which cost Z around \$1.5 million per year," says Mark Forsyth, Z Energy, General Manager of Retail.



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