

Dutch Flower Group ensures reliable and secure transportation of flowers with Axis cameras.

Smart use of existing infrastructure means lower investments.



Organization:
Dutch Flower Group,
Bloemeneiling Aalsmeer

Location:
Aalsmeer, Netherlands

Industry segment:
Transportation

Application:
Safety and security,
loss prevention

Axis partner:
EyeSec

Mission

Dutch Flower Group (DFG) is a global group of companies. Together, they are market leaders in import, export, trade and market development of flowers and plants. Their 1,500 employees were responsible for generating € 785 million in revenues in 2010 with exports to more than 60 countries worldwide. DFG owns a number of buildings at the flower auction in Aalsmeer. To monitor the transportation of flowers and to reduce fraud, DFG was searching for a surveillance solution. DFG engaged the services of EyeSec, an Axis partner, to implement a smart camera surveillance solution at the company's following locations: VZH Greens, OZ Import Aalsmeer and Rose Connect.

Solution

A total of 15 Axis network cameras have been installed. The outbound transportation flow of flower crates is recorded from three different angles. Other cameras register the inbound flow and record part of the transportation process on the property itself. This is a clear and easy way to see how many crates are being transported from start to finish.

The office areas and associated facilities are also monitored by security cameras. EyeSec installed 10 indoor AXIS P3344-V HD Network Cameras and three outdoor AXIS P3344-VE HD Network Cameras. Existing analog cameras were hooked up to the network thanks to an Axis video encoder. Two public view monitors were installed with an AXIS M3014 Network Camera and an AXIS P7701 Network Video Decoder.

Result

The camera installation offers DFG the capability to register and analyze incorrect transports, fraudulent activities and theft. This prevents a lot of discussion with suppliers and customers about whether or not the correct number of flower crates were delivered. Thanks to the high image quality of the Axis cameras and their smart installation design, DFG only had to make minimal investments in equipment and infrastructure.

"Our core business is to make flowers and plants available to others. This process comes with an intensive logistics process where things can go wrong, whether intentional or not. We would like to offer our services with the utmost care and transparency possible. Thanks to the implementation of the camera surveillance system, we are in an excellent position to do so. We selected EyeSec because their offer and their involvement appealed to us and because they work with Axis cameras, which is our camera equipment of choice. DFG has had great experience with Axis equipment, and we wanted to continue to take advantage of that experience."

Marc Roest, IT Manager with the Dutch Flower Group.

Use of existing infrastructure

DFG has an advanced and complex IT network. To protect its investments and to keep installation costs down, EyeSec was asked whether the existing infrastructure could be used. This was possible thanks to Axis' help. Hardly any changes were made to the network. Furthermore, there is no loss of bandwidth, despite the high quality images that are being sent over the network. Erwin Kooij with EyeSec: "We were working with a fiber optics network and a VLAN, in other words, networks that were not interconnected. We are accustomed to working with heavy data flows. Therefore, we were able to separate the camera traffic from the administrative network traffic."

Speech-administered surveillance

Unauthorized people have often entered the DFG offices and associated facilities in the past. EyeSec has worked with Axis to come up with a smart surveillance solution whereby cameras observe visitors and broadcast alerts via a spoken message that notifies them that they are entering an unauthorized area. This message is even broadcast in multiple languages due to the international character of the different customers and visitors. A public view monitor where people can see they are being recorded serves as an additional warning.

Reliability and expertise

DFG chose Axis cameras due to their reliability, high image quality and their capability to run everything over IP. These are also the reasons why EyeSec works exclusively with Axis cameras. "Axis cameras provide consistent, high quality. We also place great importance in a good relationship with the supplier; and this is clearly the case with Axis. They are always on stand-by with advice and assistance. They help you quickly and with expert advice," says Erwin Kooij of EyeSec.

"Axis also provides a great solution for analog cameras with their encoder. This often allows existing cameras to be adapted for use with a new surveillance system. This protects the customer's existing investments and it allows them to gradually change over to an IP camera surveillance system," according to Kooij.

Future

The positive results that DFG has experienced with camera surveillance systems has not gone unnoticed. A number of companies that form a part of the flower auction in Aalsmeer have demonstrated interest in the system. Marc Roest remarks, "IP technology definitely has a future in the camera surveillance sector too. Actually, it has already become the standard; now you are starting to see that analog surveillance systems are being replaced or enhanced by IP equipment. It is easier to take that step now, thanks to Axis. The technology has advanced a lot and the camera systems are becoming easier to operate, while the investment is generally quite reasonable."

