Stackmann Department Store In Buxtehude

Stackmann Department Store, Buxtehude, Germany

Innovation From Tradition

In 1919, Ernst Stackmann opened his department store in Langen Street in the town of Buxtehude, Germany, where he sold textiles and ready-to-wear clothing. Today, this store still serves as the headquarters for the family business that has, in the course of time, become a traditional part of the historic center of Buxtehude. The company management, which is now third generation already, knows how important it is to keep up with the constantly changing requirements for retail stores. Today, over 300 employees live by the company philosophy: "Offer the customers a broad, high-quality selection in a competent and friendly shopping environment!" Traditional business virtues and the feel for the spirit of the times go hand in hand, and shoppers can feel that the minute they enter the store: The departments are structured according to the product groups, employees are discreet and respectful and the store provides a child care facility so that parents can be sure that their children are in good hands while they go shopping. To round things off, the department store provides customers with an informative website complete with current offers and a virtual fashion journal. Perhaps the hare and the hedgehog pictured in the cast metal plaque on the wall of the department store bearing the Stackmann name are inspired by the Buxtehude fairy tale of the same name in which the clever hedgehog always tries to stay one step ahead of the "big rabbits" in the industry.

Cost Factor: Store Theft

Strict cost control measures must be observed in all areas for a retail store to remain competitive in today's market. One of the largest cost factors for a store is theft. If a business is not able to handle this widespread phenomenon, it will be forced to include the cost of the stolen goods in its general price level, which will lead to higher prices for customers and cause the business to lose its competitive edge.

There are many different ways to prevent theft. In addition to making sure that goods are clearly presented and using electronic product labels, video recording has proven to be a particularly successful method. But this is not accomplished merely by relentlessly recording and storing masses of camera footage. Without the use of electronic video analysis, this flood of video footage would be far too complex to analyze and would not produce the desired result.

Stackmann went to the loss prevention expert of the police for more information and was advised to invest in an intelligent camera system with the possibility of tracking the perpetrators. This is a particularly good weapon against gangs stealing.

In their search for the right system provider, the company's management and IT Director Harald Uhlendorf had a look around CeBIT 2006. At the MOBOTIX stand, they quickly confirmed their initial impression that this company offered the solution to their problem. After this visit to the trade fair, Matthias Klindworth from the Hamburg branch of MOBOTIX partner ADS Networks contacted Stackmann and, after conducting a comprehensive analysis of their requirements on location, provided the company with a varied selection of solutions.

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MOBOTIX HiRes IP Cameras For Protecting Goods

Qualified consulting played a major role in closing this contract and numerous technological considerations made a great case for the MOBOTIX solution: brilliant, high-resolution image quality, minimum data load thanks to numerous options for data pre-processing, event detection in the camera and compression of the data streams, integration of the camera into the existing IP data network, use of standard PCs as video servers, license-free MxControlCenter control room software, expansions and modifications to be made easily, even by the customer and the low power consumption of the system are just a small fraction of the different features offered by this system. The discreet housing of the MOBOTIX type D12 cameras (most of which are installed as half-dome ceiling cameras) also contains a passive infrared motion detector as well as an integrated microphone and speaker, making the MOBOTIX system concept even more attractive.

ADS Networks assisted in the planning, initial installation, pre-configuration and initial operation of the camera system. Thanks to the extremely reliable system, ADS Networks technician Matthias Klindworth only needs to provide support when required, thus eliminating the need for a maintenance contract. If software problems should arise, it is not necessary to make a visit to the site. The administrator simply accesses the system remotely. This contributes to the low total cost of the investment (Total Cost of Ownership (TCO)), which includes purchasing, installation and operating costs.

Prevention Instead Of Punishment

A total of 63 cameras monitor the sales areas. The company places particular emphasis on ensuring that they are installed as inconspicuously as possible. It is much more important to draw the customers' attention to the signs informing them about camera monitoring as they enter the store. Because at the end of the day, the primary goal is not to catch the thief, but to prevent the theft. If, in spite of these warnings, a crime is committed, the criminal doesn't stand much of a chance. Even if the criminal is not caught "red-handed", the perpetrator can be identified by evaluating the recorded video material with a time delay. Police officers already identify most thieves after the fact by analyzing video recordings. The megapixel resolution of the cameras has proven to be particularly beneficial. This enables the entire image to be recorded at all times while allowing the operator to use the virtual pan, tilt and zoom functions with the high-resolution image material. This results in a higher recognition rate for thieves with fewer cameras in comparison with conventional camera surveillance systems.

A Raise In Interest

The extremely positive experiences with MOBOTIX IP camera technology led to a number of additional ideas. For example, the Intersport

department store, located near the main building, was connected to the central monitoring server at a very low cost using fiber-optic cables.

The illumination will be integrated into the security concept to a greater extent in the future and the security concept itself will be expanded to include the in-house parking garage.

In addition, the play area of the store's child day care facility will also be secured using MOBOTIX HiRes IP cameras – this way, parents can relax and enjoy their shopping experience in this friendly department store.

MOBOTIX has developed and manufactured IP video systems, video management and analysis software in Germany since 2000.
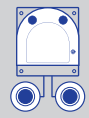
MOBOTIX stands out for its **high level of reliability**. All outdoor cameras are subjected to a stress test for temperatures between -30°C and +60°C (-22°F and +140°F). Without additional components, without heating or cooling and with no moving parts (for example auto iris), they are virtually maintenance free.

MOBOTIX delivers a **perfectly matched package**, starting with the microSD card for storage management and HD audio (microphone and speaker) with VoIP telephony through video analysis, a professional video management system and motion detection software reducing false alarms.

The **decentralized architecture** means that a central computer is not required and the network load is minimal. The intelligent cameras from MOBOTIX process and store image data themselves, trigger events and, in the event of remote access, manage the frame rate and resolution depending on the available bandwidth.

The **6MP Moonlight sensors** and complementary **thermal imaging technology** ensure reliable detection of moving objects, even under the most challenging light conditions and over long distances. As a result, it is possible to cover large areas with just a few cameras. Less power cabling, less IT infrastructure and fewer additional light sources are needed. MOBOTIX cameras are powered using standard PoE and do not require more than 4-5 watts.

An intelligent IP video system from MOBOTIX allows you to **reduce total costs**. The investment pays for itself after a short time and the free-of-charge software and updates ensure it is a future-proof investment.

Outdoor Dual Lens			Thermal	
M15/16 AllroundDual	S15/16 FlexMount	D15/16 DualDome	M15/16 Thermal	S15/16 DualThermal
Robust for extreme conditions	Flexible dual camera	Modular dual camera	Thermal dual	Thermal dual

Outdoor Single Lens			
M25/26 Allround	S15M/26 FlexMount	Q25/26 Hemispheric	D25/26 Dome
Robust for extreme conditions	Discreet, video analysis	Discreet, video analysis	Modular Fix dome

Indoor			
i25/26 Panorama	c25/26 Hemispheric	p25/26 Allround	v25/26 MiniDome
180° hemispheric	Discreet, video analysis	Modular ceiling camera	Vandalism camera

Door Modules			MxDisplay+
Camera	BellRFID	Keypad	Remote Station

Door Sets	
Double Frame	Triple Frame

Retailer information:

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