SUCCESS STORY

See⊙Tec

BON VOYAGE!

SeeTec Business Video Intelligence Increases Revenue and Efficiency at Lay-by on Bavarian Autobahn

Project Data

LAY-BY LECHWIESEN SOUTH & NORTH

Objects:	Lay-byes
Installer:	E-SERVICE UECKERT
Products:	SeeTec Enterprise SeeTec Retail Module SeeTec Mobile Client
Cameras:	43

Requirements:
> Embedding into business processes
> Interfaces to third-party systems
> Reliable in practice

A situation most of us know all too well: The kids are fighting in the back, traffic is heavy and pangs of hunger tell us it is time for a break at one of the many lay-byes along the German Autobahns. Especially in the peak holiday season the staff working at these lay-bys have a challenging mission: To enable travellers to leave after a short stop feeling relaxed and with their tank and their stomach filled. For that to happen processes need to be well organized and monitored at all times. It is a tough business: If the lines are too long, the facilities don't look their best or the food does not look fresh it's no business and the traveller moves on to the next lay-by which on the German Autobahns come in regular intervals.

▪ THE CHALLENGE

This applies also to the lay-by "Lechwiesen" situated on the A96 near Landsberg/Lech. Especially during the holiday season many travellers stop over here on their way to Lake Constance or to the Alps.

The expectations and therefore the challenges for the operator are high: Patrons want short lines, friendly service, clean toilets and displays with mouth watering fresh food. A permanent focus on service quality and the freshness and appearance of the food on display is a must for the staff and for the management. As the leaseholder of the lay-by, Otto Botschek decided to support the processes assuring the quality of goods especially in the store and in the restaurant area using video technology. An existing analogue system originally installed as a deterrent and to support investigations of theft, did not provide adequate picture quality and could not fulfil the requirements. Therefore the planning soon focussed on a network based solution. As part of the upgrade of the surveillance system, the presentation of the food counters should be monitored as well. The rationale is simple: In a lay-by guests do not order off a menu. The first impression of the food in the display decides if the traveller is converted into a customer and possibly returns on the next trip or not.

▪ THE SOLUTION

After the initial conversations between Botschek and the installer, E-SERVICE UECKERT, Business Video Intelligence solutions from SeeTec were a natural choice. Proven reliability was a mandatory prerequisite for staff safety in the 24 by 7 environment of a busy lay-by.

SeeTec's dedicated retail and hospitality solutions with their ability to integrate with existing IT systems gave Botschek the competitive edge they were looking for. The system scales up so that more cameras and even further lay-byes can be added later.

■ THE RESULT

To date the lay-by uses 43 IP Cameras from Axis and Sony, some of the high resolution PTZ cameras to monitor especially the food counters. An HP-Server with 2 Xeon processors stores the video footage on an 8 TB SAN system. Client workstations are installed in headquarters and the management can take a look at the presentation of goods at any time using smartphones and mobile devices.

Live images of the food counters are also shown on monitors in the staff rooms. For each view of the counter SeeTec also displays a reference view from an external web server to give a simple comparison of what the counter should look like. This allows the staff to recognize deterioration early and act quickly.

After this solution had significantly improved operations at the lay-by, more and more ideas for optimization were developed and quickly realized. The "Lechwiesen" lay-by is one of a few German lay-byes with its own cash management facilities thus allowing faster reconciliation with the POS systems.

To prevent any irregularity in the counting procedure the cash counters were directly linked with the SeeTec video system. Any anomaly raises an alarm and focuses the attention of staff in headquarters on the live video of the counters. The SeeTec Retail Module is also connected to the POS systems to reduce inventory differences and to show up checkout fraud.

Every image sequence is automatically linked to corresponding transaction data (sales receipt, type of transaction) and stored in the database of the SeeTec Retail Module. This also contains a research client, which can be customized individually according to specific customer requirements in the retail and hospitality sector.

Analysis can be done by specific items or values. The resulting video can be viewed as a clip or a still can be exported as an e-mail in a single click.

■ THE CUSTOMER

Andreas Waizmann, Chief Information Officer at Botschek, is very satisfied with the SeeTec system. *"With SeeTec Business Video Intelligence we have a reliable and flexible solution that manages both our traditional security requirements and supports the core processes of our business. That makes it an active part of creating business value and contributing to the bottom line. Over time we have been able to realize more and more innovative applications."*

Further applications are in the pipeline with some already in testing. For instance there is a pilot project with SeeTec Counting to count the number of people in certain areas of the facility. Even the coffee machines are to be linked with the video system to raise alarms when they malfunction and highlight the live video stream.