# Case Study
## Ferretería Ochoa

**SENSTAR**



## Symphony VMS providing security and operational benefits

After searching for a solution to centrally manage security video and provide business intelligence at their multiple locations, Ferretería Ochoa chose Senstar Symphony video management software (VMS).

First installed at one of Ferretería Ochoa's retail locations in 2013, Symphony immediately delivered results by capturing inventory control losses and other retail-related incidents. Based on this success, Symphony has since been added to five more sites, including three retail locations, a distribution center and a manufacturing facility.

"We have had a great experience with this platform," said Director of Security, Luis Gomez. "We have recognized significant operational and security benefits."



Ferreteria Ochoa main store

## Reducing shrinkage and controlling inventory

"The reduction of shrinkage (loss of inventory) has been notable since we implemented Symphony."

This statement not only refers to shoplifting by customers, but also to errors made during shipping and receiving, both accidental and intentional. Employees are aware they are being monitored at all times and understand the system's ability to capture incidents and provide proof.

"It dissuades deceitful, malicious or erroneous situations such as shipping more items than ordered or a more expensive item," said Mr. Gomez. "The evidence of actions, attitudes, and incidents that might be corrected before they turn into losses is difficult to put a value on, but the deterrence factor Symphony provides is probably the most important result we have achieved."
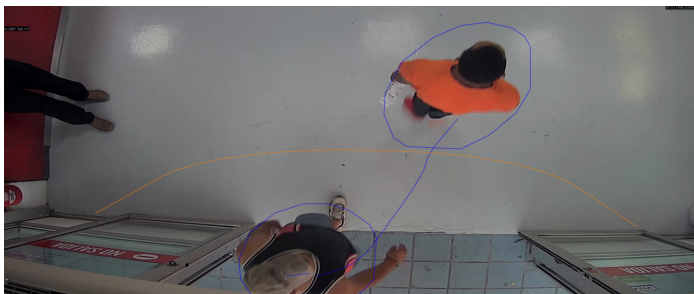
Symphony has also enabled Ferretería Ochoa to utilize security personnel more efficiently and has reduced costs by having video from all sites managed from one central location.

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## Turning video surveillance into business intelligence

Symphony's built-in video analytics enable Ferretería Ochoa to optimize its surveillance network resources and to extract valuable business intelligence:

- **Image stabilization:** Used in areas where aggregated materials are processed and a lot of ground vibration occurs.
- **Motion detection for video recording:** Used to optimize storage resources by switching to a lower resolution and frame rate when motion is not being detected (e.g. recording at night when the stores are closed). When motion is detected, the system switches back to a higher resolution and frame rate.
- **People counting:** Generates automatic reports used by the marketing department to measure campaign effectiveness. Recently, Ferretería Ochoa has been performing tests with heatmaps to measure people flow in product aisles.
- **Face recognition:** Ferretería Ochoa is currently testing Senstar's face recognition analytic for use in identifying shoplifters. While it doesn't catch someone in the act, a captured video image of the person can be flagged so that security is alerted if that person re-enters any of Ferretería Ochoa's stores.



People Counting analytic at Ferretería Ochoa

## Easy integration with other systems

Senstar Symphony VMS is integrated with Ferretería Ochoa's other physical security systems via digital I/O:

- PIR sensors supplement Symphony's motion detection analytic in areas not covered by surveillance cameras. PIR alarms appear within Symphony and trigger high-quality video recording.
- Fire detection systems are integrated with Symphony to generate alarms at the monitoring center and to trigger light and pre-recorded sound notifications.

### FACE RECOGNITION - EVERY FACE TELLS A STORY

Senstar's face recognition analytics can help retailers:

- Identify known and unknown individuals
- Create allow and deny lists, and be alerted when someone on that list is identified
- Save time and resources with a robust search functionality that lets users look for registered and unknown people in video
- Search across multiple cameras and filter search results by match score or date and time
- Two-factor authentication processes for access control applications



## Senstar support and training

Senstar provided initial technical training to Ferretería Ochoa, including help with design, installation and setup. Since the system was commissioned, Ferretería Ochoa has not had much experience with Senstar support because their Symphony system is so stable, but any questions or issues they have had have been answered promptly.

"With any issues that have occurred with version upgrades and updates, we had good and fast attention from Symphony's helpdesk," said Mr. Gomez.



Ferretería Ochoa central monitoring station

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