

## Dreams Bedstores' surveillance solution is sure on its feet.

**"As we learnt more about the capabilities of the Milestone XProtect product, we identified a number of additional benefits that could be gained from this solution, such as customer foot fall analysis."**

- Claire Harrison, Major Projects Manager at Dreams plc



### ◆ The Challenge

Dreams had introduced a range of smaller items such as pillows and duvets, and found that theft of such products was occurring. In order to protect both stock and staff from would-be thieves, it became clear that a dedicated solution was required.

### ◆ The Solution

Milestone XProtect Enterprise version 5.0 is operating Pixord IP network cameras recording locally to preserve network bandwidth during critical business hours.

### ◆ The Advantages

The solution provides remote viewing of the store locations, both live and recorded images, which gives them the means to develop 'Footfall' analysis reports on the number of customers entering the stores.

Never to be accused of lying down on the job, Dreams plc is living up to its title as 'Britain's leading bed specialist' by installing a Wide Area Network to connect each of its 100 plus stores. Using a Milestone IP video solution implemented by Absolute Networks in conjunction with Gardiner Security, the system does more than meet Dreams' requirements for security surveillance by also monitoring customer foot-fall (people-counting) using the recorded video image data.

Dreams plc in the UK have made bed buying easy for over a million customers, with its reputation for quality and service that is second to none. With over 100 Superstores nationwide, Dreams uses its great buying power with all the top brand manufacturers to offer permanently low prices. With their own factory in the UK, as well, they can offer significant savings with Factory Direct Prices on everything they make. Every member of the Dream team staff is factory trained: what they don't know about beds isn't worth knowing! They offer the largest choice, lowest prices, and fastest delivery, so its obvious why Dreams are Britain's leading bed specialist.

Dreams this year has implemented a new IP video surveillance that gives them better information on customer flow in their stores. This results in the right amount of staffing at the times of day when they are most needed, to help people find the bed of their Dreams.

Absolute Networks Limited, a reseller in the Gardiner Security network, was the implementation partner for Dreams. They developed a cost effective IP surveillance solution that consists of a networked monitoring console deployed at each store nationwide, running Milestone XProtect Enterprise 5.0, with Pixord IP cameras recording locally to preserve network bandwidth during critical business hours.

**"Dreams had discussed possible solutions with a number of other suppliers, but with over 100 Superstores requiring a solution, they hadn't been able to meet our requirements and budget. We knew that we required "cutting edge" recording and storage of data in order to minimise traffic on our network during peak trading hours, but weren't sure how this could be achieved within our budget. Absolute Networks provided the missing link and worked between ourselves and Gardiner to understand our requirements and Gardiner's Pixord-Milestone solution that we were interested in using,"** says Claire Harrison, Major Projects Manager at Dreams plc. **"We trialed a number of different types of camera, camera software, and recording devices, before finally selecting the Pixord-Milestone solution we now use. With the support of Absolute Networks and Gardiner Security, we were able to take our time with the selection process in order to ensure we chose the right equipment to meet our needs."**

The solution provides remote viewing of the store locations, both live and recorded images, which gives them the means to develop 'Footfall' analysis reports on the number of customers entering the stores. Absolute Networks Limited developed the software that transfers the XProtect motion detection log files across the WAN to a central repository, where they are processed to produce the footfall data.

Combining the Pixord network cameras with cost effective PC workstations and Milestone XProtect Enterprise IP video surveillance software, using a Category 5 structured cabling infrastructure, produced the best value solution using best-of-breed products. Implementing IP telephony and IP surveillance has allowed Dreams to both meet its budgets and maximise its investment.

**"We had challenges with the security of our stores. For example, we had recently introduced a range of smaller items such as pillows and duvets, and found that theft of such products was occurring. In order to protect both our stock and our staff from would-be thieves, it became clear that a dedicated solution was required. As we learnt more about the capabilities of the Milestone Xprotect product, we identified a number of additional benefits that could be gained from this solution, such as customer foot fall analysis,"** reports Claire Harrison, Major Projects Manager for Dreams plc.

A networked monitoring console is deployed at each of the Dreams stores nationwide, with the Pixord IP cameras recording locally to preserve network bandwidth during critical business hours. The XProtect software has a built-in web interface that provides visibility of the camera footage in remote locations, with the option to view both live and recorded images. The XProtect motion detection log files are transferred across the Wide Area Network to a central repository during non-trading hours, where they are processed to produce the footfall data using additional software specially developed by Absolute Networks.

Dreams Sales Managers are able to analyse the customer foot fall for each of their stores, then compare it to sales figures for any given day or week to assess the conversion ratio of their sales staff. This allows the management team to identify areas where business development is required, and improve service levels for their customers.

The system also enables the group to provide remote training for staff, along with the surveillance for every store, with the advantage of being scalable to grow in line with the group's plans for 200 stores.

For more information, see [www.absolute-networks.co.uk](http://www.absolute-networks.co.uk), [www.gardinersecurity.co.uk](http://www.gardinersecurity.co.uk), [www.pixord.com](http://www.pixord.com), and [www.milestonesys.com](http://www.milestonesys.com).