

Kaiapoi,  
New Zealand



# MOBOTIX

## CASE STUDY

### MOBOTIX secures New Zealand's largest small goods producer: Hellers Limited

Hellers Limited is New Zealand's largest producer of bacon, ham, and small goods. The Hellers production facility at Kaiapoi, outside Christchurch, operates 24 hours a day and produces 350 tonnes of sausages a week with 400 staff. Staff safety is a major concern for the company, and a recent series of theft and harassment prompted the requirement for a security system to ensure the safety of their people.

#### Identifying the customer's problem

Hellers required an intelligent networked surveillance system that could provide clear footage in low light conditions, could be installed easily and without expensive cabling and power supplies, and was cost effective to store, playback, and monitor. The cameras selected were also required to be strong and vandal resistant to suit the outdoor installation site.

#### The MOBOTIX solution

Hellers founding partner, Todd Heller, met with John Hurford, Managing Director of Network Imaging Solutions, while on an overseas trip. Heller was so impressed by the technology described by Hurford that he instructed his IT department to investigate the solution on his return.

Hurford recommended ten M12 DayNight cameras to cover the car parks, entrance gates and to provide staff the personal security that the company required. In conjunction with improved fencing and gates, the camera system ensures security of staff, their property, and the factory. The cameras have been used to provide evidence to police in traffic incidents and to determine fault when damage has been caused to vehicles. The system has even been used to convict cable thieves on the property.

The cameras were installed in February 2007 and when Hellers management saw the quality of the images, ease of installation, and simple viewing interface they immediately recognised further potential for the system. "We realised that the cameras could allow us to improve the business operation as well as increase the safety for our staff," Heller said.



Security-Vision-Systems

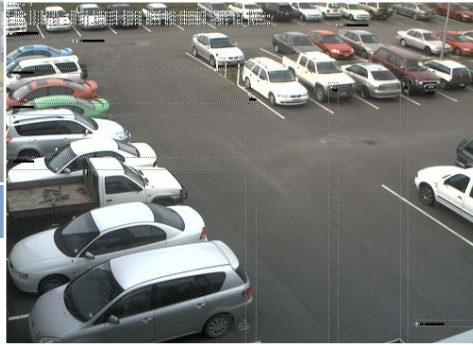




M12



M24



## Process and time management improvement

Due to the easy to use and freely available API built into all MOBOTIX cameras, the Hellers IT department were able to create a custom integration with the recently installed Cardax access control system. This integration allowed the use of the cameras as secondary confirmation of actions and has been especially useful in verifying staff claims when the time and attendance system has failed.



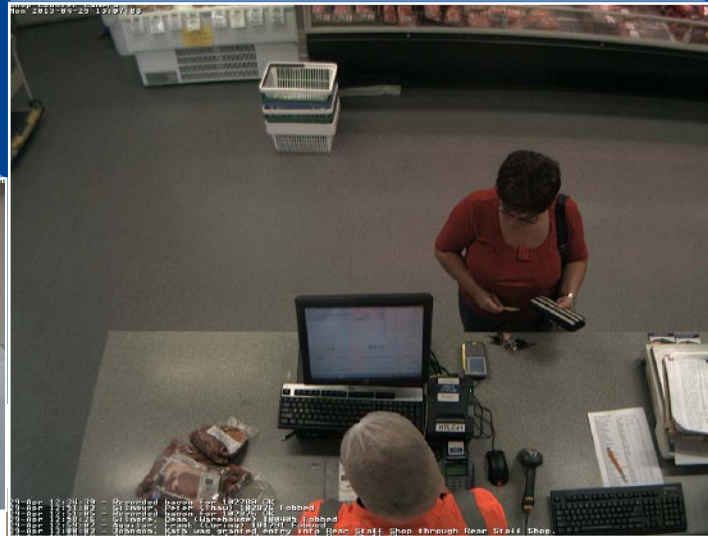
Hellers saw many opportunities to apply the unique Q24 Hemispheric camera to process improvement in the company. "The Q24 allows us to see all corners of a room from a single camera, while still providing great quality zoomed footage," said Dominic Stove, IT Manager at Hellers. "Through the application of these cameras, we have been able to identify error or problems in our

processes and improve them, as well as identify issues that need to be dealt with." On one occasion, the camera allowed identification of a staff member who was incorrectly cleaning a machine, resulting in thousands of dollars in repair costs. Once identified, the staff member was able to be re-trained to prevent future incidents. Heller praised this saying "the savings we have seen from production improvements and problem reduction far exceed the initial investment installing the system."

### Stock movement verification

Thousands of items are shipped from the various Hellers warehouses daily and inevitably problems sometimes arise. "We had situations where customers had complained that incorrect items had been shipped to them and no way to verify the movements back at the warehouse to isolate when the mistake had been made" Heller said of the problems. "By installing high resolution cameras on each of the loading docks, combined with cameras covering the picking areas, the warehouse manager is able to confirm what products have been loaded onto which trucks." This additional information has also been used by Hellers to streamline the picking process, allowing the warehouse manager to restock the pick-faces more efficiently.

During the earthquakes and subsequent aftershocks, footage from the cameras has been used to evaluate the impact on the facility, including any damage or movement in heavy racking and large machinery. "Because the cameras are powered with PoE, a relatively small UPS was able to keep the system operation through the power outage that followed the earthquakes," Hurford mentioned "this allowed uninterrupted coverage of the factory and assisted in the engineering assessment of the facility."



### Outcome and ongoing improvements

Hellers are continually looking at ways to improve their processes and increase the efficiency of the operation, installing cameras along the production line. Supervisors are then able to monitor workflows from these cameras and identify bottlenecks and inefficiencies. The cumulative total of these small individual savings can total many man hours, which is reflected in real cost savings.

“Every day, someone in the organisation uses the system,” Heller says. “This could be a supervisor checking on issue reports in the production line, clarifying the circumstances of injury or accidents, or monitoring production lines to ensure correct processes are followed at all times.”

Unlike other systems, with the decentralised MOBOTIX concept, a high-speed computer and if necessary, digital long-term storage is built into every camera, providing several days of recording time. The PC and the video control centre now serve only for viewing and controlling the cameras (PTZ), not for analysis or recording. This makes it unnecessary to purchase expensive video management software, as the most important and computer-intensive functions are already integrated in the MOBOTIX cameras.

Hellers has over 70 cameras installed on site, recording them to two 12TB network attached storage arrays

for up to 8 weeks of archive footage. Thanks to the decentralised processing and buffering architecture of the MOBOTIX cameras, bandwidth requirements are minimal and short term network or storage issues do not result in lost footage. “We have been very happy with the system and recognise the benefits of using video to improve many aspects of the company, not just as a surveillance tool,” said Heller.



## MOBOTIX – Made in Germany: Innovative Technology, Reduced Total Costs

The German company MOBOTIX AG is known as the leading pioneer in network camera technology since its founding in 1999, and its decentralized concept has made high-resolution video systems cost-efficient.

### Increased Resolution Reduces Amount Of Cameras Needed

1536-line, high-resolution sensors give a better overview and allow users to monitor an entire room with just one camera.

### Reduced Installation Costs At Any Distance

Standard Ethernet connection enables the use of common network components such as fiber, copper and wireless (wi-fi).

### Intelligent Cameras Reduce The Number Of Recording Devices

The decentralized MOBOTIX concept makes it possible to store data from approximately ten times more cameras to a single storage device than is normally possible.

### Event-Controlled Image Format Minimizes Storage Costs

Automatic image adjustment (frame rate, size) based on movement, sound or signal input reduces the bandwidth and storage requirements.

### Low Power Costs, No Extra Heating

Anti-fogging without heating allows usage of standard PoE technology to power the system via Ethernet or two-wire cable, saving power cabling costs.

### Backup Power Supply Costs Reduced By Over 80 Percent

Low power consumption, approximately four watts, enables year-round PoE (no heating required) with one centralized UPS from installation room using the network cabling.

### Robust And Practically Maintenance-Free

Fiberglass-reinforced composite housing with built-in cable protection and no mechanical moving parts (no auto iris) guarantees longevity.

### Software For Thousands Of Cameras And Storage Devices Included

The right premium user interface software for every application: MxEasy for compact video solutions, MxControlCenter for professional control centers.

### Unlimited Scalability And High Return On Investment

While in use, more cameras and storage can be added at any time; image format, frame rate & recording parameters are camera specific.

### Additional Functions And Other Extras Included

Audio support, lens, wall mount and weatherproof housing (-30 to +60 °C; -22°F to +140°F) are included; microphone & speaker available in almost all models.