

Eastrand Retail Park

Reduces the number of armed robberies at their retail strip mall, one of the largest in the East Rand, South Africa

East Rand Retail Park
Retail shopping mall

Size: 18,000 m² under roof

Location: Boksburg, East Rand, South Africa

Industry
Retail

Products used
PRO series PIR detectors
ADPRO FastTrace

The challenge

East Rand Retail Park (ERP) is an open mall with all retail outlets facing a central car lot. Many prominent South African retail chains have outlets at ERP: Teljoy, Hi-Fi Corporation, Mr. Price, Dischem, Corricraft and Tekkie Town.

Whilst the open mall concept makes for convenient shopping and store selection, it is also an easy target for criminals. ERP were experiencing numerous armed robberies after hours. The criminals would arrive on site armed with AK47s. They would hold up the guards and, with the use of their vehicles, they smashed through shop windows and load their vehicles with stock from the shops.

ERP had only onsite security guards. When an instore alarm system was activated by the robbery, armed response units were dispatched. When they arrived at ERP they were typically shot at by the criminals.

Retailers at the mall were understandably upset by the robberies and the threat to life and assets. ERP management needed a solution to the crime problem to ensure the ongoing success of the mall.

The solution

ERP management approached their security provider, Video Alarm Monitoring SA and Rentsec, for a solution. Together with CMT Trading, they designed a remotely monitored, detector-activated video security system for the mall.

The system is comprised of CCTV cameras and Passive-Infrared (PIR) detectors that feed data into an ADPRO FastTrace Multi-site Video Security System.

After hours, when the retail shops are closed, motion-activated video is sent to the Video Alarm Monitoring SA central monitoring station.



An operator at the CMS can monitor any suspicious events or late night window shoppers by connecting to live video generated by the detectors on the site. If criminal activity is suspected an audio warning is issued over the public address system at the mall. If the audio warning is ignored, pepper gas dispensers can be remotely activated. This first response is managed completely from the remote central station, where the operator sits in safety. If these actions are ignored by the criminals then relevant armed support can be dispatched, with the operator able to direct them to the exact location on site.

The results

Installing the remotely monitored video security system has had dramatic results. Before the installation the mall was experiencing numerous armed robberies after hours. Since the system's inception in December 2005 there have been no armed robberies and a drastic reduction in crime after hours. Operators at the Central Monitoring Station have been successful in deterring a handful of suspicious drug dealing activities during the same period. Word has got around criminal circles that the mall is no longer an easy target.

"We are delighted with the huge drop in crime at East Rand Retail Park," said the CEO of Retail International (operators of the mall), Mr. Vic Hiemstra. "The video security system has made the mall a low-risk option for retailers."

The ADPRO system has also proven to be an invaluable management tool to both site managers and owners of the mall. The system keeps a full audit trail, so each detector activation is time-stamped and the response is logged. Managers are also able to view live video from their laptops or home computers, so they are able to keep an eye on what's going on at the mall at any time.

The success of the system has led to more cameras, detectors and audio component being installed at the mall. This allows more of the site to be covered.

ERP was the first off-site monitored mall in South Africa. The success of this project has seen Video Alarm Monitoring SA being awarded the security contract of additional high profile shopping malls.



Darren Nathan MD (VAMSA)
e-mail: darren@vamsa.co.za
website: www.vamsa.co.za
Telephone : +27 83 463 8844
Facsimile : +27 11 234 3228
24hr CMS : +27 11 234 3220



Glen Finkel MD (Rentsec)
e-mail: glen@rentsec.co.za
website: www.rentsec.co.za
Telephone : +27 83 459 4744
Facsimile : +27 11 234 3228
24hr CMS : +27 11 234 3220

Video Alarm Monitoring SA & Rentsec are installers of ADPRO security products in South Africa.



A Video Alarm Monitoring operator in the Central Monitoring Station uses an interactive map to switch between cameras on the site. He can issue a warning to intruders via an audio link. If the situation escalates he can activate the pepper gas system at the mall and call a response team to attend the scene.

“We are delighted with the huge drop in crime at EastRand Retail Park. The video security system has made the mall a low-risk option for retailers.”

Vic Hiemstra
CEO
Retail International



www.xtralis.com

The Americas +1 781 740 2223 Asia +852 2297 2438 Australia and New Zealand +61 3 9936 7000
Continental Europe +41 55 285 99 99 UK and the Middle East +44 1442 242 330

The contents of this document are provided on an "as is" basis. No representation or warranty (either express or implied) is made as to the completeness, accuracy or reliability of the contents of this document. The manufacturer reserves the right to change designs or specifications without obligation and without further notice. Except as otherwise provided, all warranties, express or implied, including without limitation any implied warranties of merchantability and fitness for a particular purpose are expressly excluded.

This document includes registered and unregistered trademarks. All trademarks displayed are the trademarks of their respective owners. Your use of this document does not constitute or create a licence or any other right to use the name and/or trademark and/or label.

This document is subject to copyright owned by Xtralis AG ("Xtralis"). You agree not to copy, communicate to the public, adapt, distribute, transfer, sell, modify or publish any contents of this document without the express prior written consent of Xtralis.

Doc. no. 13317_01

