



India's Largest Eyewear Chain Secures 1500+ Retail Outlets with Matrix IP Cameras and NVRs

Case Study

Industry:

Retail

Location:

Pan India

Company Profile

Founded in 2010, by a passionate techie with a dream to make the world, vision-deficit-free, the leading eyewear chain has been revolutionizing the eyewear industry of India.

With a rapidly growing business, it aims to reach over 50 million pair of eyes (5 crore people) annually through a unique combination of a robust online platform, well-designed physical stores, and innovative 'home eye checkup' and 3D Try On services.

The company's objective is to offer each customer the opportunity to access top-notch eyeglasses by removing intermediaries, leveraging advanced robotic technology, and integrating global-standard designs into its merchandise.

Business Scenario:

Operating across 1500+ locations in India, the eyewear chain wanted a reliable Indian brand for dedicated pre/post-sales support due to the project scale.

The eyewear chain had turned away from Matrix's competitors that failed to provide nationwide support. The eyewear chain had turned away from competitors lacking nationwide coverage.

Solution:

The eyewear chain relied on Matrix for its video surveillance needs as they were highly satisfied with Matrix Access Control and Matrix Telecom solutions, previously.

Earlier, they had installed Matrix IP Cameras, Video Recorders, and Matrix Video Management Software for centralized monitoring.

With expanding stores across India, they chose Matrix again due to satisfactory results in the past.

1500+ store locations pan India were secured with Matrix IP Cameras and NVRs.

A typical deployment in the store included installing 4 to 5 Matrix Professional Series Dome IP Cameras inside the store.

The cameras were strategically placed at the following locations:

- Outside the Store Premises
- Entry/ Exit of the Store
- Product Display Aisle to Monitor Customer Interactions
- Cash Counters
- Inventory In the Store

An 8-Channel Matrix NVR with 1 SATA Port was installed within each store to record and store video footage from these IP cameras.

Challenges:

- Required a reliable Indian brand that could provide pre and post-sales support throughout India. Matrix's competitor brands had failed to provide tech support in some remote locations of India
- Need for effective monitoring in critical areas of the store: Entrances, Exits, Aisles, Cash Counters, and Inventory
- Need for a solution that provided valuable video evidence for dispute resolution and liability claims
- Required efficient monitoring at night to mitigate the risk of thefts

Benefits:

- **Pan India Pre and Post Sales Support:** The team at Matrix ensured seamless deployment of cameras and NVRs even in the most remote locations of India. Further, the eyewear chain was assured of technical support whenever required.
- **Comprehensive Security:** Matrix IP Cameras and Network Video Recorders ensured robust security coverage for the brand's retail outlets throughout India.
- **Preventive Crime Measures:** Intelligent Video Analytics and Instant Notifications played a crucial role in deterring and preventing shoplifting, vandalism, etc.
- **Enhanced Nighttime Security:** The Motion Detection IVA feature in Matrix IP Cameras specifically addressed heightened security concerns during store closure. It triggered instant SMS and email notifications to relevant staff upon detecting motion, proactively preventing incidents even after closing hours.
- **Efficient Bandwidth and Storage:** The Adaptive Streaming and Smart Streaming Feature in Matrix IP Cameras intelligently managed bandwidth and storage usage, optimizing resources.

Products Offered:

SATATYA MIDR20FL36CWS (5000+)

2MP IR Dome Camera with 3.6mm Fixed Lens

SATATYA NVR0801X (1000+)

8 Channel NVR with 1 SATA Port Support

SATATYA MIBR20FL28CWS

2MP IR Bullet Camera with 2.8mm Fixed Lens

SATATYA CIBR50FL28CWS (10+)

5MP IR Bullet Camera with 2.8mm Fixed Lens

SATATYA PZCR20ML33CWP

2MP PTZ Cameras with 33x Optical Zoom

SATATYA NVR6408X

64 Channel NVR with 8 SATA Ports

Matrix License Dongle 200

USB Dongle to Run License VMS Application

SATATYA SAMAS PLT

Enterprise Video Management Software

SATATYA SAMAS CAM100 (3Nos.)

100 Camera License for Enterprise VMS

Products Offered in the Past:

SATATYA CIBR13FL40CW

1.3MP IR Bullet Cameras with 4.0mm Fixed Lens

SATATYA CIDR13FL40CW

1.3MP IR Dome Camera with 4.0mm Fixed Lens

SATATYA HVR0408S

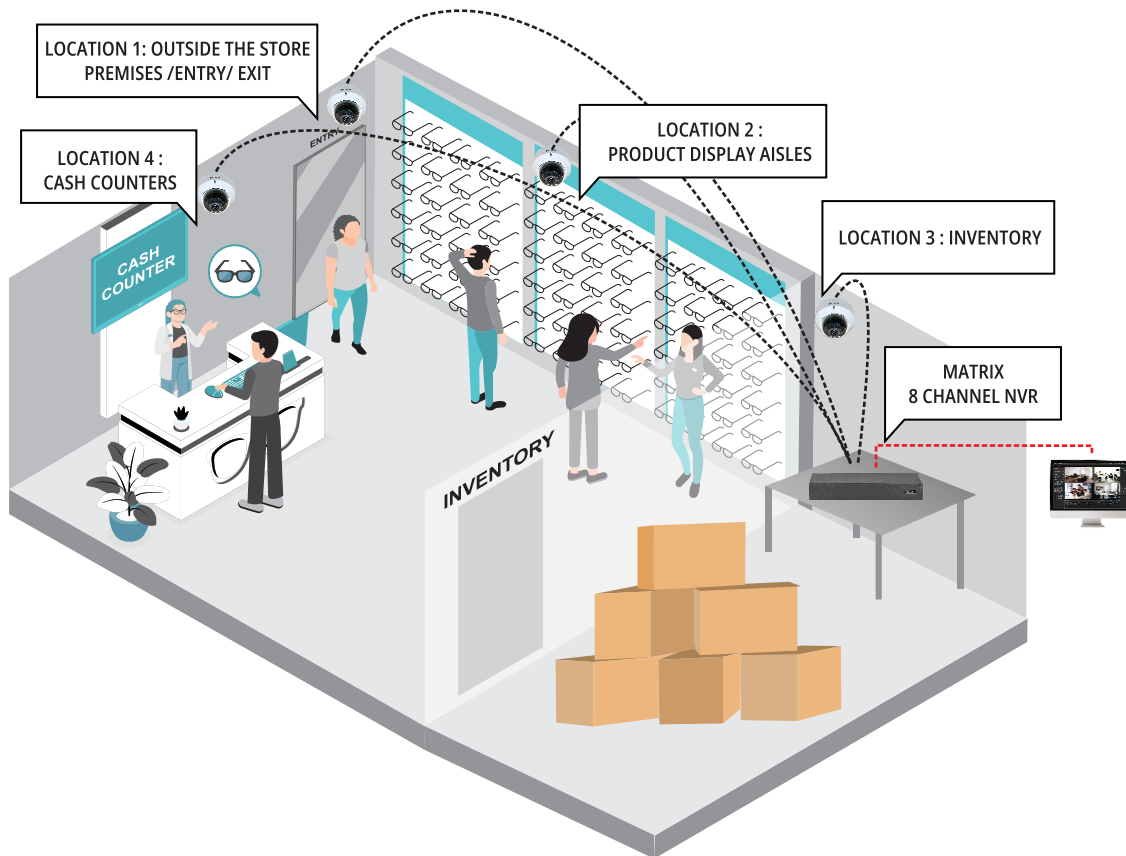
8-Channel Hybrid Video Recorder With 4TB Storage Support

SATATYA CORE

Centralized Monitoring Software



Solution Diagram



Typical Deployment of IP Cameras in the Store Premises

About Matrix

Established in 1991, Matrix is a leader in Telecom and Security solutions for modern businesses and enterprises. An innovative, technology driven and customer focused organization; Matrix is committed to keep pace with the revolutions in the telecom and security industries. With more than 40% of its human resources dedicated to the development of new products, Matrix has launched cutting-edge products like IP-PBX, Universal Gateways, VoIP Gateways and Terminals, GSM Gateways, Access Control, Time-Attendance and Video Surveillance solutions. These solutions are feature-rich, reliable and conform to the international standards. Having global foot-prints in Asia, Europe, North America, South America and Africa through an extensive network of more than 500 channel partners, Matrix ensures that the products serve the needs of its customers faster and longer. Matrix has gained trust and admiration of customers representing the entire spectrum of industries. Matrix has won many international awards for its innovative products.

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