

## CASE STUDY

## Plustek Initiates the Silent Move from DVR to NDVR for Drugstores

The Silent Move from DVR to NDVR at German Drugstores Initiated by Plustek



### Mission

The chain drugstores currently run two branches located in the center of Hamburg and another in Kassel, due to its higher level of rental the Headquarters is settled in the suburbs of Hamburg city. When people walk by, they find two smiling staff that are introducing how their goods look after people's health and beauty. Behind their excellent performance, a safe working environment has been made essential and the top mission for the pharmacy owner. "What comes after security concern?" He asked himself. An idea of analyzing where customer flow happens and inventory communicating suddenly comes into his mind.

The existing DVR systems were installed on site ages ago, however, after realizing the background and concerns of the drugstores, Plustek NVR team extract from guidelines into two principles - budget and original shop decor. They decided not to remove all the previous analog cameras by keeping 1-2 with for the entrance monitoring.

## **Solution**

Previously, the DVR system delivers M-JPEG in VGA resolution with fair quality, yet, based on system future expansion, the drugstore owner picked up Panasonic HCM-581 for the store newly opened in Berlin. The product manager applied the Plustek Video server DVR-II and NVR Standalone 4300 to link up the original analog and all-new network cameras.

With NVR Standalone 4300 great features, Dual Giga LAN, has had the data transport take only 1/2 time than before and minimize the video drops at the meantime, which means users are allowed to have better video quality with less power consumption. Active Skype-Out integration plays a key role in this retail case as no matter who is on site to operate, no extra learning to easily access the two-way communication with the management staff at Head office, which has largely improved efficiency for in-store service, inventory status checking, and customer interest gathering.

## **Customer Feedback**

"It was a transition quite efficient but smooth, during one-day installation we had to avoid demolishing the original CCTV structure, decor, also we were lucky to know the NVR4300 was designed noise-free so that we actually put it near the shop front, its green concept has also been proved in the monthly electricity bill!" said Jacob, the project manager, he added, "multiple sites schedule recording, two-way communication, and back-up from Plustek Multi-Manager helps the pharmacy owner to save 30% of time on dealing with daily tasks."