

A toast to efficiency:

How Australia's leading liquor retail group optimizes operations with Hikvision

CASE STUDY

CUSTOMER PROFILE



To watch the **video**,
please visit Hikvision [website](#).

Organization:

Star Hotel Group

Location:

Australia

Industry:

Retail

Solution:

Business intelligence,
store security,
commercial displays

HIKVISION

Star Hotel Group, one of the largest pub and liquor retail group in Australia, faced inefficiencies in security management across its 150+ venues. They deployed a centralized solution from Hikvision, utilizing smart cameras for security and business intelligence. This approach optimized security operations, enhanced customer experiences, and provided valuable insights for improved operational performance.

The challenge

Inefficient security management and lack of business intelligence

Star Hotel Group used security cameras at its bottle shops and other venues. They did so to comply with Queensland's Office of Liquor and Gaming Regulation (OLGR) standards, which required "always-on" video coverage, proper camera functionality, and the ability to playback security incidents.

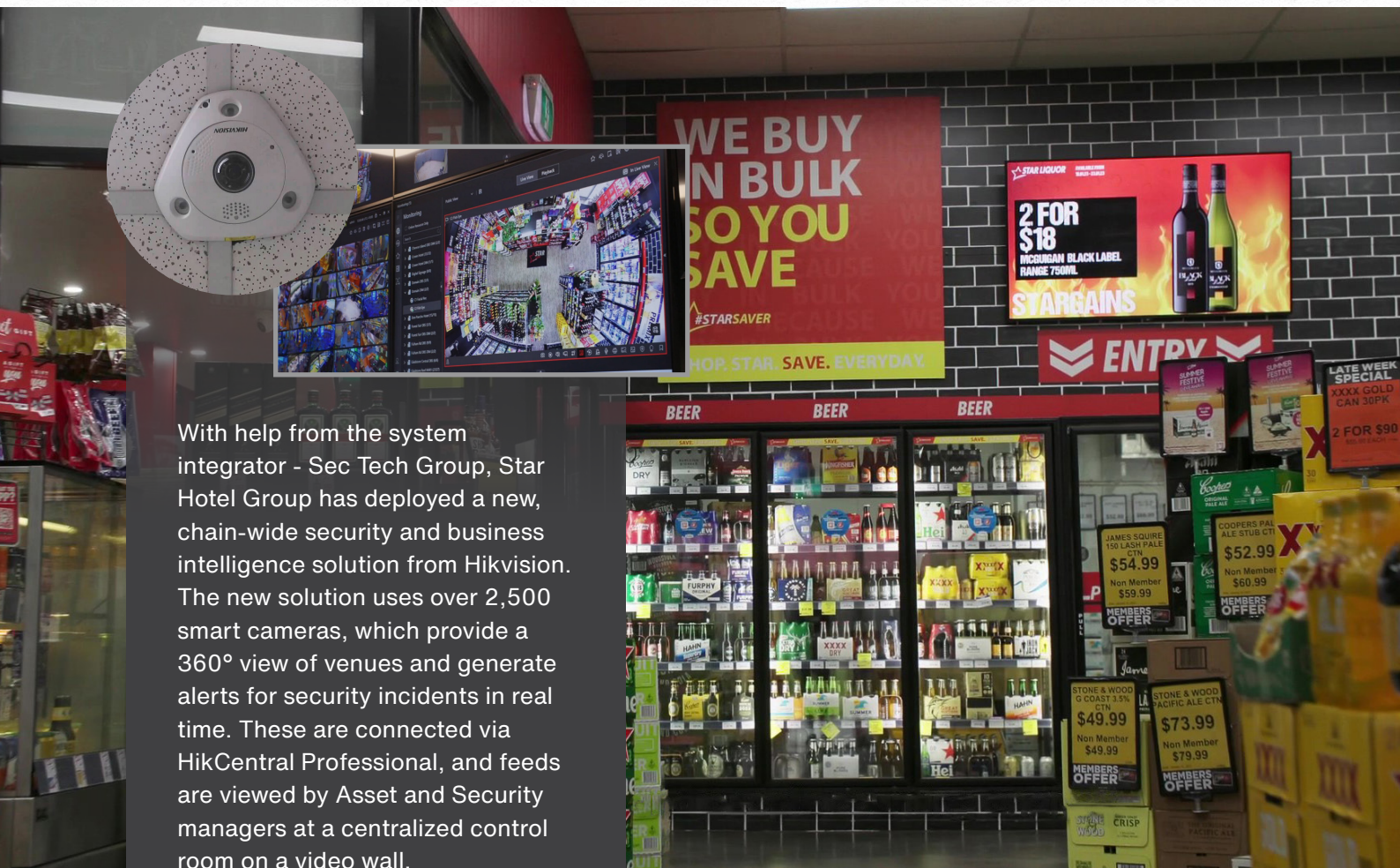


One significant problem was that these cameras were not integrated into a centralized management platform. Therefore, security footage had to be managed by staff at every one of the Group's 150+ venues. Conducting on-site checks and troubleshooting to ensure camera functionality and sufficient video storage proved to be inefficient and expensive. These tasks diverted managers' attention from their day-to-day responsibilities.

In addition, the Group wanted to explore the opportunities of video data analytics and business intelligence in terms of improving operational performance. They intended to learn which areas of the store are most visited, thereby improving product placement and advertising.

The solution

Implementing a centralized system for enhanced customer insights



With help from the system integrator - Sec Tech Group, Star Hotel Group has deployed a new, chain-wide security and business intelligence solution from Hikvision. The new solution uses over 2,500 smart cameras, which provide a 360° view of venues and generate alerts for security incidents in real time. These are connected via HikCentral Professional, and feeds are viewed by Asset and Security managers at a centralized control room on a video wall.



The DeepinView Fisheye cameras and AcuSense cameras with heat mapping and people counting technologies collect valuable trend statistics. These trends are analyzed and used to create more relevant promotions for customers, which are presented using digital displays through Hikvision digital signage boxes.

DeepinView

AcuSense
Technology



The benefits

Streamlined security operations and enhanced customer experiences

Star Hotel Group has improved its security operations by using Hikvision's centralized solution. They can now manage every camera in every store from their new control center, simplifying security device inspection and maintenance, and reducing workload for staff at each store. This eliminates both the time and costs associated with on-site equipment and video checks.



Hikvision's smart video solution provides the Group with business intelligence capabilities such as heat mapping and people counting analysis. It helps the company gain new insights into customer needs and preferences, which can be used to fine-tune their offers and deliver better customer experiences.

The marketing team is now able to easily and flexibly update content with the help of Hikvision digital signage boxes. The new communication tools create an immersive and engaging shopping experience for customers, generating more revenue for the Group.

Emily Muller, Star Hotel Group General Manager says, "We're used to security investments being a kind of insurance policy and a compliance aid, but we can do much more than that with Hikvision. Now, we not only perform centralized security management, but also generate business intelligence that helps us deliver even more relevant offers and promotions for our customers to keep them coming back and increase their spending."



While the Hikvision solution was tailored to meet the specific needs of Star Hotel Group's liquor stores, its capabilities have also been adapted to the Group's hotels and gaming areas. This has provided a wealth of business intelligence to help the company work smarter, reduce manual security interventions, and improve customer experiences.



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-- Emily Muller, General Manager,
Star Hotel Group

- For more success stories, please visit the Hikvision [website](#).



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