

## **Responsibility of the industry to assure a quality job**

In today's ever increasing crime rate within the public and private sectors, large and small businesses are discovering the necessity to protect their staff and investments with security devices.

The CCTV Security Market is expanding at a rapid rate, which will create a much larger industrial demand on CCTV products. Not to mention a greater need for people with CCTV knowledge. These security installations, may ultimately be the deciding factor of 'business survival' for many people.

Each CCTV system should be designed to cater for the specific needs of the client. It is important to be able to design an up to date security system. This system should offer your client every possible advantage through your knowledge of all CCTV products available.

This book does not offer specific "product knowledge" as the technology used by individual manufacturers can change and does change frequently.

Although I consider the information in this book to be a starting point for you in your travels through CCTV, it does I hope offer you a sound understanding of the principals of CCTV.

Those seeking security products rely on the expertise of the people in our industry. Therefore, to avoid costing society money and jobs through lack of understanding, education is vital in the area of "CCTV know-how". This will not only secure our own future but expand future employment as well, due to the people required to fill the demand of this growing market. It will be the people within this industry who are willing to put the time and energy into education, that will change the industry from what it is today to one that is informed and aware.

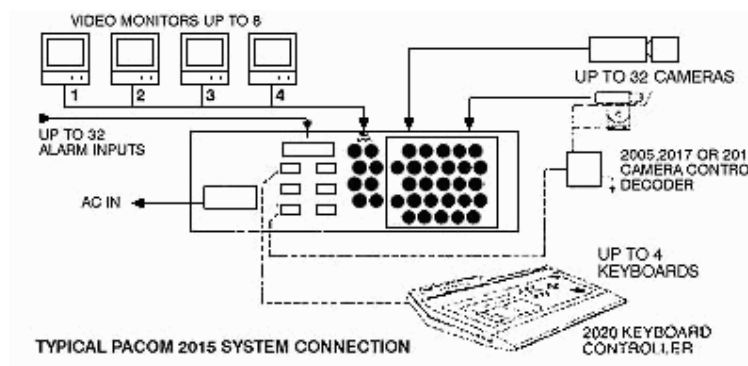
## **Features of CCTV systems**

A correctly designed and installed CCTV system should produce a clear, crisp picture at the monitor. The field of view would have been calculated and represent the subject under surveillance. After successfully completing their training, the operator should feel comfortable switching cameras and recording necessary events as they occur.

## **CCTV system configuration**

The smaller configurations of CCTV consist of 3-4 cameras, a switcher and a monitor.

The larger systems in use today incorporate a matrix switching system with numerous capabilities, one of which is the ability to call up any camera to numerous monitors in the system. When interfaced with alarm and access control equipment the systems capabilities are even further enhanced. Touch screen functions and mimic boards can be used for more efficient and effective control of camera locations.



The smaller CCTV systems have fewer cameras and are generally hard wired with greater limitations in comparison to the larger matrix systems. Still the majority of CCTV systems designed are smaller systems and if interfaced correctly with peripheral equipment such as control equipment, VCR's, printers and alarm devices, the result will be an effective system. After the appropriate CCTV system has been installed with adequate training given to the user, the goals of security, safety, and loss prevention can be effectively achieved.

## INTRODUCTION TO THE CASE STUDY

### Objectives of doing a case study

A case study is a simulation. A realistic situation is presented and you are asked to consider a number of pertinent situations. The purpose of this case study will be to give you practice at applying the theory you have learnt.

Each chapter will present additional information to be used in the case study which has one acceptable design, and you will be striving to reach this by Chapter 7.

### Overview of case study content

The business case study presented in this book is "Stewarts Department Store." You will be playing the part of a consultant and must always consider the case study from that perspective. Stewarts Department Store has been having problems recently with stock losses resulting from theft, and have decided to do something about it. They believe a CCTV surveillance system is the answer.

## CASE STUDY

### Stewarts Department Store

Mr. Jim Thomas, the State Manager of Stewarts Department Store has been given the directive to commission a consulting firm. The consulting firm is to undertake an extensive design and costing of a security system, which will reduce shrinkage, increase productivity, deter shoplifting, aid in the prosecution of shoplifters and the internal theft from staff and managerial personnel.

You have been referred to Stewarts Department Store as a respected consultant. The decision to install the latest CCTV equipment has been suggested as the solution to the ongoing problem.

Mr. Thomas interviewed you for the job and was impressed to the point of commissioning you to design and cost the entire CCTV system. He has a budget of \$85,000 to spend this year.

Since there have been reports of assaults after hours which occurred on the way to vehicles left in the Stewarts Department Stores parking areas, surveillance of the car parks during the day and night is required as staff come and go from their respective shifts. For this reason alone, Mr. Thomas feels that not only does he want the Manager's office to have control during day shifts, he also wants the night shift store person in the warehouse to have the ability to view some of the cameras as well. It may even be necessary for the gatehouse guards to have the same control for their shift.

Stewarts Department Stores are a national chain with 30 stores in total. Mr. Thomas has been told security systems can do "all things". One of these "things" is the ability to network all the existing stores together so as to monitor every store from Head Office.

Mr. Thomas does not want a system that has to be controlled by a rocket scientist. He wants user friendly equipment that will not become obsolete by the time it is commissioned. Furthermore, if he is going to spend \$85,000.00 on a CCTV system, he wants to be able to review a recorded tape and be able to identify the persons involved.

You were told the cash office was "held up" at gun point and a substantial amount of money stolen.

If your design proposal is approved by Head Office, you probably will be chosen as consultant for the new store's CCTV system. To achieve success it is important to fulfil your new client's needs and also come close to his budget.

Mr. Thomas has definite ideas about what he would like to view in the store. He has suspicions that some of the check-out staff are taking money from the till and wants a clear recording of how and when they are doing it. He also suspects some of the check-out staff have some type of scam organised with their friends, but Mr. Thomas is not sure what it is.

There is the never ending problem with shop-lifting to be addressed. The store would like to make an example of their sincerity towards the prosecution of shop-lifters but to date have no recorded proof of it happening. Mr. Thomas said all six aisles have empty packaging left stuffed behind the displayed merchandise at the end of each day.

The store has been held up recently in the cash office on pay day. A lot of money was taken at gun point. The police need a recorded image to aid in their investigations.

The loading area is suspected of being responsible for the greatest losses in merchandise. Cases of cigarettes go missing before they are displayed on the shelves.

The car park area is a large area that services both client and staff, with the staff parking at one end closest to the store. (See floor plan). It is the third time one of the staff have been robbed as they leave from their shift. One of the female staff was assaulted by an attacker. Fortunately the attacker was frightened off by another staff member.

### **SUMMARY OF CASE STUDY**

As a Consultant you have been asked to design and price an effective CCTV system. You must address shrinkage, productivity, shoplifting and the supply of video evidence for the prosecution of offenders which may include staff.

Camera surveillance and improved lighting in the parking area has been recommended for the protection of staff and property. The systems design will include three control locations.

Mr. Thomas would like the systems design to include monitoring at the Head Office some time in the future.

Design and price a CCTV system for \$85,000.00. The recording of the system is extremely important and must include all cameras.

## **STEWARTS DEPARTMENT STORE**

Floor Plan

