DSK TOYOTA – THE MOST RELIABLE ON ROAD RELIES ON MATRIX FOR SURVEILLANCE

Setting an Ideal Example for Real-time Monitoring through Video Surveillance

Case Study

COMPANY PROFILE

DSK Toyota marked its beginning way back in 2000 with the inauguration of its first showroom by the Late Bharat Ratna Pandit Bhimsen Joshi. Although DSK Toyota is today a young company with multiple global collaborations, it is still well bound by the strengths of its simplicity and spiritual connect, which it truly believes in. Even after 15 years of rapid growth and expansion that has created a network unmatched by any of its competitors in the region, the customer's smile value and satisfaction precedes top lines and bottom lines for DSK Toyota. The fact is very evident as most new customers and repeat buyers for Toyota products show a preference towards DSK Toyota dealerships.

PROJECT HIGHLIGHT:

- **Number of Locations:** 6
- **Number of Cameras:** 200+
- **Number of Recorders:** 15+
- **Major Use:** Real-time Monitoring
- **Why Matrix:** Real-time Streaming and Third Party Compatibility

MATRIX
SECURITY SOLUTIONS

BUSINESS CHALLENGE

DSK Toyota had its stores at six locations spread across Pune, Ahmednagar, Satara and Sangli. They already had a reputed brand of IP cameras installed across these locations, which were being monitored by third party software. However, even after opting for one of the most reputed and expensive brands, they were not satisfied with the products' performance. The output was delivered at six frames per second, which was full of glitches and irritating for the person monitoring those cameras. Furthermore, the entire setup was very complicated involving use of a server and highly skilled manpower. To add to the pain, the existing video surveillance system did not allow remote viewing from a central location.

DSK Toyota was looking for a solution that could provide glitch free streaming with clear image quality. Moreover, the new solution had to be an easy to use system without requirement of a separate infrastructure and capable of accommodating existing cameras, as replacing all the cameras at one go would be a very costly affair. Also, the new solution had to provide remote viewing facilities through mobiles and laptops to management sitting at the central location.

MATRIX SOLUTION

Matrix started the installation by replacing the existing software with Matrix video recorders. Matrix video recorders did not only support third party cameras, but also provided their stream at 25fps compared to 6fps by earlier system. This was possible due to higher throughput capabilities of Matrix Video Recorders compared to other systems.

The next step in the process was gradual removal of existing cameras and replacing them with Matrix cameras. DSK Toyota management was very much impressed with the visible difference in image quality and speed of data transmission of Matrix cameras compared to existing cameras. So they started replacing existing cameras with Matrix cameras and in no time the number of Matrix cameras installed across the six locations crossed 200.

H.264
COMPRESSION

DUAL
STREAM
SUPPORT

INTELLIGENT
VIDEO
ANALYTICS

REAL-TIME
STREAMING
AT 25FPS

BENEFITS

- Superior Image Quality
- Enhanced Security
- Ease of Management and Monitoring

Furthermore, Matrix was the only brand that could meet the requirement of monitoring all cameras without setting up special infrastructure for video surveillance. For this, Matrix connected all recorders in the setup in a master-slave configuration. Once this was done, the output was taken directly on a TV from one of the video recorders through an HDMI cable, eliminating the server. This enabled DSK Toyota to monitor all the cameras connected to multiple devices without using a server. The entire setup was very easy to operate even for a security guard as it did not involve the complexity of a server.

To add to it, Matrix Video Surveillance provided the facility of remote viewing through laptop as well as mobile. This enabled the top management to monitor any camera from anywhere, anytime.
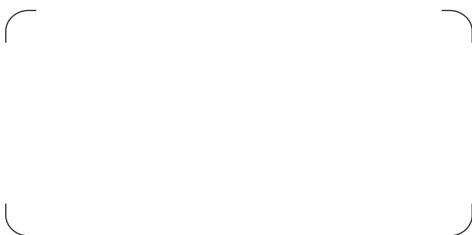
PRODUCTS

Cameras	Video Recorders
SATATYA CIBR13FL40CW,	**SATATYA NVR24P,**
SATATYA CIDR13FL40CW	**SATATYA HVR1624P**
• 1.3MP Resolution	• 144Mbps Throughput
• Intelligent Video Analytics	• Cascading
• Dual Stream Support	• Camera-wise Recording Retention
• Real-time Streaming at 25fps	• Adaptive Recording

ABOUT MATRIX

Established in 1991, Matrix is a leader in Security and Telecom solutions for modern businesses and enterprises. As an innovative, technology-driven and customer-focused organization, the company is committed to keeping pace with the revolutions in the Security and Telecom industries. With around 40% of its human resources dedicated to the development of new products, Matrix has launched cutting-edge products like Video Surveillance Systems - Video Management System, Network Video Recorder and IP Camera, Access Control and Time-Attendance systems as well as Telecom solutions such as Unified Communications, IP-PBX, Universal Gateways, VoIP and GSM Gateways and Communication Endpoints. These solutions are feature-rich, reliable and conform to international standards. Having global footprints in Asia, Europe, North America, South America, and Africa through an extensive network of more than 2,500 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.

MATRIX
SECURITY SOLUTIONS

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