

Bosch CCTV & Public Address Systems for Carrefour Hypermarkets in Saudi Arabia



BOSCH

Invented for life

Industry:

Retail

End User:

Carrefour group: a world leader in distribution

Over the past 40 years, Carrefour group has permanently grown so that it became one of the world's leading distribution groups. As the world's second-largest and Europe's largest retailer, the group operates four main grocery store formats: hypermarkets, supermarkets, hard discount and convenience stores. Carrefour group currently has over 15,000 stores, either company-operated or franchised. With a presence in 30 countries, over 54% of the group turnover derives from outside France. The group expects strong potential for further international growth in the future, particularly in such large national markets as China, Brazil, Indonesia, Poland and Turkey.

Business Objective:

Carrefour hypermarkets are very large retail areas receiving thousands of visitors per day. Each store also has up to hundred employees. To maintain optimum security and safety for people as well as products Carrefour management has to overcome many operational challenges. The CCTV system considered as an antitheft system in the past is nowadays offering much more thanks to advanced features: monitoring of products and assets, assistance in managing manpower and operations as well as supporting safety equipment whenever incidents have happened.

Solution:

Carrefour has entrusted Rajab and Silsilah, a partner of Bosch Security Systems, to secure all their hypermarkets in the Kingdom. In this regard more than 10 CCTV & Public Address(PA) installations were deployed in existing facilities.

Depending on the size of the store, particular site conditions or local concerns, various systems have been installed. Thanks to the exhaustive range of Bosch products, best coverage and video quality in any circumstances is finally ensured.

With the help of fixed cameras providing an excellent picture quality even in very adverse conditions (Dinion 455) or high speed dome cameras that allow 360 degrees surveillance (AutoDome), no location is left unsecured. The control rooms are equipped with high quality reliable digital recorders (DIVAR) along with Matrix switcher. Thus, the used control equipment allows a comprehensive viewing of live and recorded images in the easiest way which makes the operators' tasks more efficient.



Carrefour Hypermarket Saudi Arabia

Praesideo, the foremost digital public address and voice evacuation system in the market, allows to meet all the requirements for paging, sales promotions, call for prayers and for emergency evacuation with excellent intelligibility.

Moreover, the system's unique optical network offers total freedom in its design of the system. It is even IEC60849 certified so that all emergency evacuation standards are met.

Result:

The solution Bosch provided for all the Saudi Arabian Carrefour markets has substantially supported their operations by increasing security and safety in the premises. Hence, employees can put the focus on their business again.

Rajab & Silsilah have been modernizing Carrefour's systems for the past 20 years. Vouching with their experience Rajab & Silsilah could convince Carrefour of the quality and reliable performance of Bosch's products. Consequently, they have been nominated to install those systems in all the other Carrefour markets within the Kingdom as well.

Installed by:

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