SerVision

Case Study

Philip Morris chooses SerVision's MVG400 to protect their fleet of delivery trucks

PHILIP MORRIS INTERNATIONAL

"Many tobacco companies suffer significant financial losses due to theft by drivers and supply chain personnel, or as a result of hijackings orchestrated by criminal organizations. Philip Morris in the Dominican Republic is not immune to either of these problems."

Protecting their Assets

Philip Morris is the world's leading international tobacco company with products sold in over 180 countries worldwide. Like other tobacco companies around the globe, Philip Morris has a vested interest in protecting their assets, especially when their high value goods are in transit. Many tobacco companies suffer significant financial losses due to theft by drivers and supply chain personnel, or as a result of hijackings orchestrated by criminal organizations. Philip Morris in the Dominican Republic is not immune to either of these problems so when their company's Director of Security, Mr. Vitaly Gavison, heard that SerVision's mobile video solution was already in use by other tobacco transport companies in Africa and Europe, he was keen to learn more.

Mr. Gavison's first step was to seek out more information about SerVision's solution for real-time fleet monitoring applications. SerVision's MVG400 is a highly professional, ruggedized DVR designed for installation in any vehicle type. It supports four video inputs, bi-directional audio, built-in GPS, and an internal G-Force sensor (accelerometer). In addition to recording high quality, water-marked video across four channels simultaneously, the MVG400 is optimized for live video streaming over cellular networks. The unit comes equipped with a USB port for external modems to enable real-time encrypted transmission of live or recorded video over any type of cellular network, and it has built-in WiFi which can be used as a mobile hotspot or for automated wireless backup of video to a storage server.

SerVision's SVControlCenter video management solution was also of interest to Philip Morris. This enterprise level VMS platform is designed to manage communication with hundreds or thousands of MVGs from a single centralized location. It enables operators to view live video, as well as concurrent location, from any vehicle on demand, or to receive alarm notifications whenever onboard events are generated. With a sophisticated alarm management system and advanced video and GPS tracking features, the SVControlCenter solution offered Philip Morris enhanced oversight of their fleet, drivers and goods, all from within their existing command and control center.

Upon learning about the breadth of functionality supported by the MVG400, Mr. Gavison decided to install pilot kits on a few delivery vehicles to test out the unit's performance and feature set. Three vandal proof cameras were also installed in each of the test vehicles – one forward facing to cover the road, one in the front cabin to cover the driver, and one in the back of the cabin to cover the cigarette cartons transported by the drivers.

SerVision's MVG400 Protects High Value Assets

In addition to testing the quality of the live video streams which performed exceptionally well over the cellular infrastructure in the Dominican Republic (Orange was chosen as the cellular carrier), the MVG's bi-directional audio functionality was used to facilitate communication between drivers and the command center. Panic buttons for the driver and the back cabin were connected to the MVG, allowing triggered recording on the DVR and real time alerts back at the control center, allowing immediate action. Sensors connected to the vehicles' doors could prompt the MVG to send a live video feed back to the command center where operators could monitor drivers, deliveries, and potential security breaches in real time. Live video streams of panic button events were remotely captured on the SVControlCenter database, just in case the original recordings on the vehicle's DVR became unavailable.

An All-In-One Solution

"SerVision's mobile DVR offered all of the functionality we required, plus more, in one compact box," said Mr. Gavison. "Live video verification and communication with our drivers and assets filled a huge gap in the previous security measures we had in place. As a result of SerVision's kit we no longer need to employ a team of security guards to physically accompany each vehicle along their delivery route."

Beyond the obvious increased level of security that the MVG brought to Philip Morris, the system's built-in GPS features enabled the company to improve overall operational efficiency. The MVG's geo-fence feature generates alerts whenever drivers travel beyond the borders of an authorized area of operation, and the route deviation feature keeps drivers on their designated route. An internal "idle engine" sensor alerts control room operators whenever a vehicle is left running in a fixed location for too long.

"All of the combined GPS alarm features were a big bonus for us and our Operations team is especially grateful to have these additional tools available to them as well. That being said, what attracted us the most to choose the SerVision solution was the overall stability and robustness of the system" said Mr. Gavison.

A successful pilot in 2012 resulted in the deployment of several hundred MVG400 units on tobacco transport vehicles across the Dominican Republic in 2013. Philip Morris has already recommended SerVision's MVG to other branches in the region and is keen to help them implement a similar solution in other high risk areas throughout Central America.

MVG400

The MVG is SerVision's Video Gateway series for large-scale mobile applications such as buses, trains, police vans, delivery trucks and emergency response vehicles. The platform's anti-shock, vibration resistant chassis ensures reliability on the go.

The MVG uses SerVision's advanced video compression, which provides high-quality video at low bitrates. With integrated support for cellular and Wi-Fi transmission, the MVG streams multiple channels of live or recorded video from vehicles to remote client devices.

Designed for effective management of mobile units, the MVG provides GPS support for tracking purposes and bi-directional audio for communication with dispatchers and other personnel. A closed-circuit monitor enables drivers to see what is going on in every corner of the vehicle at a glance.

SerVision