

**AVIGILON™**

# OLAV THON GROUP CASE STUDY

## Building a Strong Foundation of Security for One of Norway's Largest Private Real Estate Companies

Founded by Norwegian real estate developer Olav Thon, who bought his first building in 1951, the Olav Thon Group is heavily involved in the real estate and hospitality industries in Norway. With a 5,000-strong workforce, the Group consists of two divisions; Thon Eiendom and Thon Hotels.

Thon Eiendom, the real estate division, is a market leader in Norway, deeply immersed in housing, commercial property, shopping centers and hotels. The company's portfolio boasts over 500 properties, including 90 shopping centers, 75 hotels, and numerous parking lots and restaurants.

Thon Hotels is the hotel business division of the Olav Thon Group. It is one of Norway's largest hotel chains and was recently named the hotel industry's most sustainable brand by the Sustainable Brand Index. With sustainability and social responsibility key elements intertwined with the Group's business strategy, the Olav Thon Group continues to successfully expand its operations across Norway and into the rest of Europe.

# CHALLENGE

## Gain Complete Control Over Security Operations

The Olav Thon Group's operations are fast-growing, and as their business expands in Norway and Europe, the need to quickly and efficiently scale up its security operations becomes a necessity. With siloed, fixed security technologies and video security setup incapable of integrating, the Group realized they needed to implement a new solution — a unified platform that would allow them to proactively detect and respond to security threats while enabling them to scale up rapidly as the business grows.

To have complete control over their security operations, the Group's security team could improve workflow efficiency, reduce operational costs and, just as importantly, manage data in accordance with the GDPR.

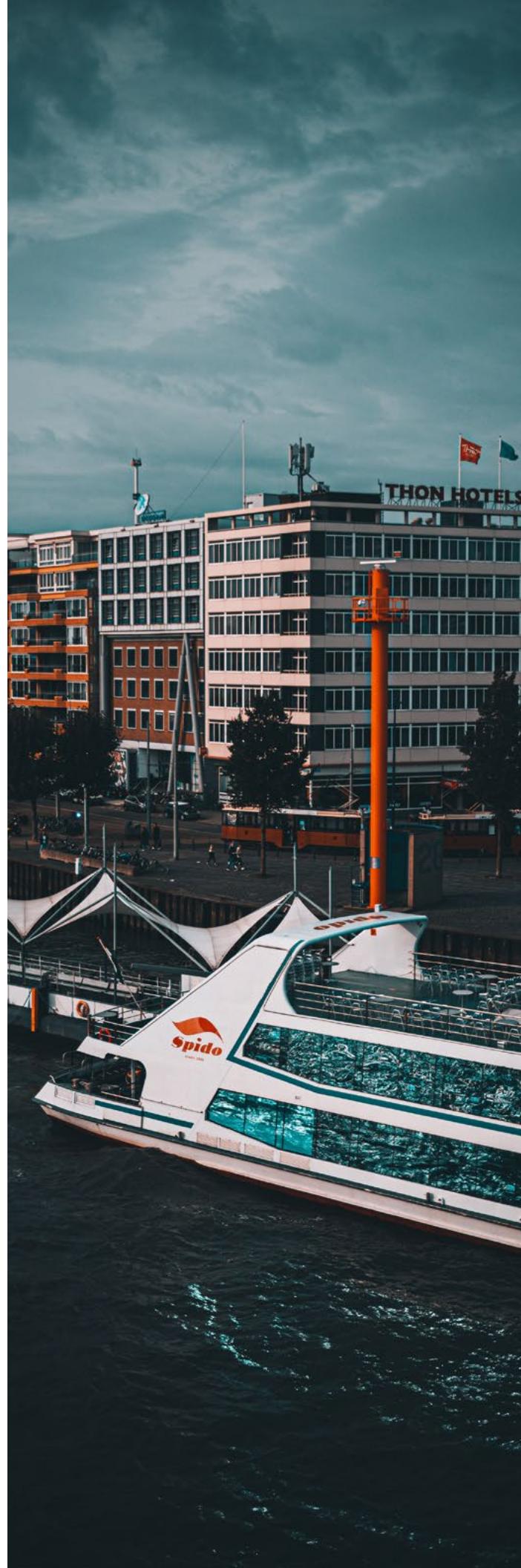
## Detect Intruders and Respond to Genuine Threats

A constant challenge that the Olav Thon Group's security teams faced across their parking lot operations was the presence of unauthorized visitors who had made their way onto the sites. These uninvited guests were creating problems, such as piles of rubbish and illegal drug activities. The security team needed to address this issue to ensure the parking lots remained secure for their customers. With an effective monitoring system in place, the security teams could receive alerts for intrusion events so they could respond quickly and stop the incident from escalating.

The Group has also been dealing with the issue of receiving numerous false alarms, which were triggering incident responses that were not needed. By setting up an intelligent video security system, the teams hoped they could verify future alarms using live video footage to ensure there were no more responses to false alarms.

## Improve Shopping Center Operations

With busy shopping centers, the Olav Thon Group expressed their desire to identify areas of improvement that could enhance the customer experience and improve system efficiencies concerning traffic flow. Their current video security setup didn't allow them to monitor and analyze to the extent that they required, so the Group believed they needed a flexible cloud-native solution, with the help of AI-powered video analytics, to bring to light data that could help drive their decision-making.





"Whenever we installed a security system within our shopping centers, we used to invest up to \$150,000 USD on each one. With Avigilon Alta technology (formerly Ava Security) and the integration capabilities of Alta Aware, we no longer need to invest in a separate security system at each center, saving us a substantial amount of money."

– **Ola Stavnsborg,**  
**Group Security Manager**

## SOLUTIONS

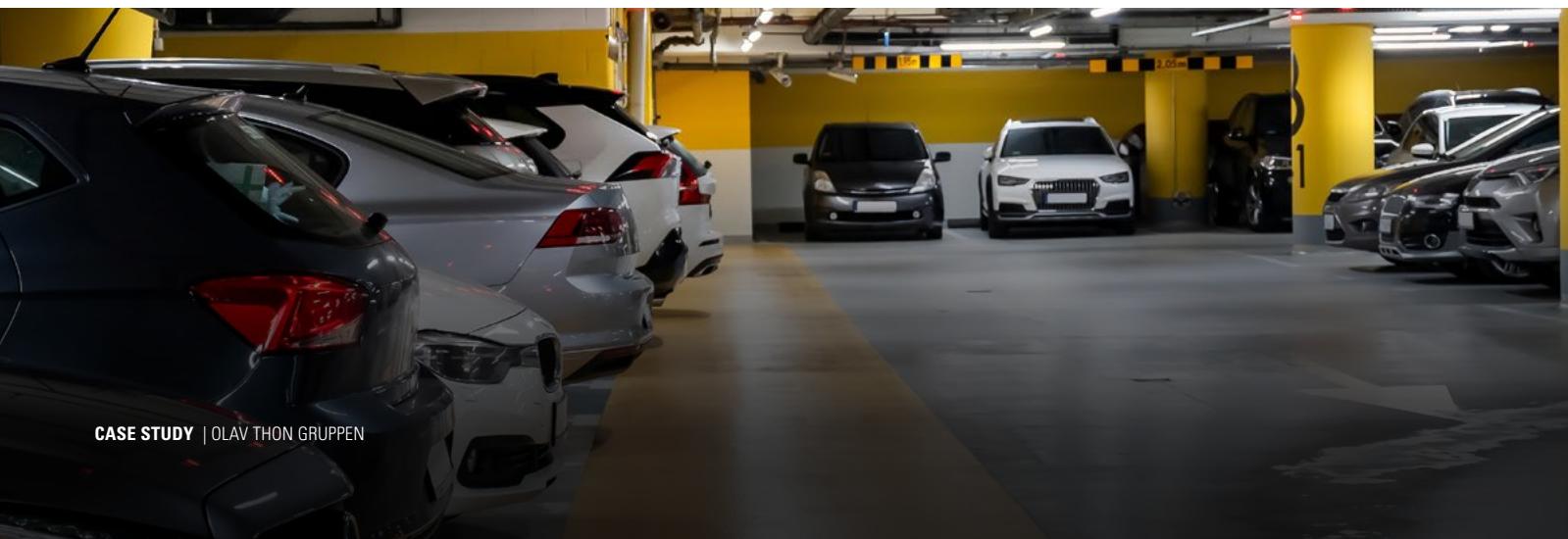
After an extensive search, the Olav Thon Group selected Motorola Solutions' Avigilon Alta, formerly Ava Security, as their go-to for intelligent, cloud-native video security technology.

The Group procured Avigilon Ava cameras, including the 360, Bullet, Compact Dome, Dome, Flex and Quad models. These easy-to-use, cloud-connected video security cameras are powered by AI, meaning they can help detect potential threats, leading to improved incident response times. These solutions were specifically selected for their ability to address the issues faced by the Group's security operations team at their parking lot sites, as they could help alert the team to intruders and anti-social behavior.

To complement the new cameras and integrate with the existing third-party cameras already installed, the Group deployed the

Avigilon Alta Aware VMS and Alta Cloud Connectors to help support the security operations teams to view camera feeds, respond to alarms and analyze insights. Alta Aware also helps to unify the Group's various security solutions, such as access control, on one platform, dramatically simplifying workflow processes and improving flexibility.

To date, 1,500 third-party cameras have been integrated with Alta Aware via Alta Cloud Connectors. The plan is to integrate an additional 3,500 cameras, which will include more Avigilon Ava cameras, including the AI-powered, multi-sensored Avigilon Ava Quad, across over 100 sites.





# THE BENEFITS

## Unified Security Operations

With the implementation of Avigilon Alta Aware VMS, the Group's security operations can be brought under one platform. By integrating access control and alarm systems with video security within Alta Aware, operators can manage and perform their duties on this powerful yet simple interface. As a result, teams can now perform daily tasks such as detecting potential incidents and granting access easily without having to switch between different software, saving time and money while improving productivity.

Just as importantly, the intelligent Alta Aware solution is highly scalable, meaning that it can support the expansion of security operations as the business grows its property portfolio across Norway and the rest of Europe.

## Secure Spaces For Customers

With the introduction of AI-powered Avigilon Ava cameras and the easy integration of third-party cameras with Alta Aware, the Group's parking lot security teams can now effectively monitor their sites for safety and security. Now, when a potential intrusion event takes place or a group of individuals seems to be behaving suspiciously, the Alta Aware VMS will be able to automatically alert the security team of potential incidents in real-time thanks to the solution's AI video analytic capabilities. This enables the team to dispatch a quick response to stop the incident from developing.

The video feeds from both their third-party and new Avigilon Ava cameras also support the security teams' efforts in verifying alarms across their properties. By reviewing the live and recorded video, operators can check to see if the incident alarm is genuine. As a result, teams are significantly reducing false alarm responses, which

has helped the Group dramatically cut their false alarm response expenditure.

Another benefit of using Alta Aware is that it can support response efforts and post-event analysis by quickly searching hours of footage for specific events, objects and persons or vehicles of interest within seconds, saving the team valuable time.

## Insights That Drive Revenue and Cut Costs

Providing an enjoyable customer experience at their shopping centers is a key aim of the Olav Thon Group, and with the Avigilon Alta Aware solution, they have the tools and resources to achieve this. Alta Aware's Heatmaps capability can seamlessly track traffic and provide insights into customer behavior. Footfall data and understanding the most common journeys visitors make within their shopping centers have helped management optimize their retail offerings and provide a hassle-free experience. This helps improve customer satisfaction and drive store revenues for the centers' retailers.

A vital part of the Group's Thon Hotels operation involves closing two-thirds of their hotels during the offseason. But despite the closures, keeping the sites secure and safe is still an ongoing requirement, and Avigilon Alta offers a convenient solution. With the aid of live video feeds from their new Avigilon Ava cameras and the third-party cameras integrated with Alta Aware, the security teams can remotely monitor the hotel sites and verify alerts of potential incidents before sending a response team to the sites. By making it possible to ensure a threat exists before triggering a response, the system helps the Group drive down security costs while saving time for the security team.



“Before using the Avigilon Alta solution, our alarm systems at our shopping centers cost us \$250,000 USD and were frequently sending us false alarms, which resulted in unnecessary responses. There was no value in that for us. With Alta Aware, we can view live video feeds to verify alarms, removing any chance of a false response.”

– Ola Stavnsborg, Group Security Manager

## CONCLUSION

As the Olav Thon Group continues to install more Avigilon Ava cameras across their sites and integrate their remaining third-party cameras with Alta Aware VMS, the security operations team is looking to get the most out of their new cloud-native solutions.

“Over the coming months, we plan to use the insights gained from Alta Aware to help our shopping center teams understand how they can improve the sites’ energy consumption. By taking into account footfall, busy hours and the route most shoppers take within the shopping centers, we can optimize our heating and cooling systems to help us reduce energy consumption and contribute to our sustainability goals,” said Mr. Stavnsborg.

On top of that, the Group plans to integrate Alta Aware with their audible alarm speakers, located around the perimeters of their sites, to ward off potential trespassers. Avigilon Ava cameras will also support the parking lot teams to count and locate vehicles as well as direct traffic using its AI-powered analytic capabilities. By leveraging the wide scope of enhanced security features that Avigilon Alta offers, the Olav Thon Group has maximized their return on investment while creating a system that evolves as their needs do.



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