



D-Link helps Mission Motorcycles protect motorcycles from theft



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Mark Gale,
Managing Director

Background – Mission Motorcycles under constant threat of robbery

Mission Motorcycles was founded in the 1950s and today is one of the UK's leading motorcycle dealerships. The problem it faced, however, is that its storefront filled with top-of-the-range motorbikes is a temptation that many thieves just can't resist. Over the last three years the company has endured three break-ins, the last of which involved five motorbikes valued at least £5,000 each being stolen. In addition, the shop was badly damaged by the determined thieves who were able to enter the dealership despite the fully gated system and CCTV camera surveillance system.

The Challenge – CCTV system of limited benefit

Unfortunately, the company's previous surveillance system was of limited benefit in addressing this situation because it relied on the person locking up to put in a new tape each night, which was often forgotten. It was also expensive to maintain and the storage of all the tapes and equipment took up valuable space inside the store. Furthermore, the quality of the footage was so low that the police refused to use the tapes as they weren't good enough to be able to identify suspects.

The continual burglaries and repairs to the damage of doors, frames and windows sustained during breaking and entering started to have a large impact on the company's profits. Furthermore, the company was reluctant to make insurance claims on the bikes stolen and property damage because it would only drive its premiums higher. As a result, Mission Motorcycles needed a straightforward CCTV system to help it deter would-be thieves and reliably capture footage to help police make arrests.

"Motorbikes attract a lot of attention - both good and bad," said Mark Gale, Managing Director, Mission Motorcycles. "Unfortunately, this attention makes our shop like an irresistible candy store for criminals. Our previous

CCTV system just wasn't up to scratch because it relied too heavily on us remembering to put a new tape in after a long day at work. We needed a solution which was reliable, cost effective and that would just work without us having to be so involved.

The solution – IP Surveillance ensures recording footage is straightforward

The company looked at several different systems and chose a D-Link video IP Surveillance system. D-Link specified a DCS-7510 Day and Night Outdoor IP Camera and five DCS-6111 Day and Night Indoor Dome IP Cameras. These are powered via a D-Link DGS-1224P Power over Ethernet Switch and footage is recorded to D-Link's DNS-722-4 2-bay Network Video Recorder. It chose the solution not only because it was the most user-friendly and recording footage was straightforward, but also because it would be easy to scale if the company expands.

The seven cameras are spread out around the premises, with two cameras in each of the two showrooms, one where spare parts are stored, one in the clothing section of the shop as well as one outside.

"Our company is about motorbikes, not technology, so we were pleased that the solution is simple and easy to use," continued Gale. "Unlike the previous system, it is cost effective to maintain and practically runs itself. It contains masses of memory so we don't have to worry about tapes running out. And crucially, we no longer need to remember to put a new tape in each night and we can use the space taken up by storing the old tapes to expand the shop."



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The Benefit – surveillance system acts as deterrent and provides useable evidence

Mission Motorcycles has realised several benefits from the new solution. First and foremost the system acts as a deterrent for would be criminals and Mission Motorcycles has ensured that signs everywhere make the public aware of the surveillance system. Secondly, it has saved a significant amount of time and effort because staff no longer need to spend time running and maintaining surveillance because the cameras are always on and accessible anywhere. Importantly, the new system doesn't require tapes, so staff no longer need to remember to change or replace them in order for the system to work.

In addition, the footage recorded is crystal clear and the police will be able to use it to apprehend suspects should another burglary occur. The footage can also be viewed remotely, such as on an iPhone, which means that staff can see what is going on at the shop no matter where they are. This is crucial for Mark Gale, who often tours the country looking for bikes,

as it provides peace of mind that things are running smoothly even when he can't be there in person. The cameras also allow staff to see each other at their desks which makes it easier when trying to put calls through and they can see whether customers have come into the two showrooms and require service.

The new system also has the potential to help the company reduce its insurance premiums as it won't need to make claims for building damage and loss of stock from burglaries. Furthermore, the company can now use the new network that has been installed for other purposes.

"We have been very pleased with the new D-Link solution as it gives us peace of mind that we are always recording clear footage that can be used by the police in case we are robbed," said Gale. "We no longer get home and worry about whether we replaced or changed a tape before locking up for the night as the new system has loads of memory so it can continually record without relying on staff."

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