

Unibail-Rodamco-Westfield

Building a unified view across UK's mega shopping centres



Industry

Enterprise / Retail

Location

London, United Kingdom

Company Size

3,700 employees

Products

Security Center, AutoVu, Mission Control, Clearance

Partners

Stanley Security,
Axis Communications

How two landmark retail and leisure destinations implement Genetec Security Center to improve the shopping experience

Unibail-Rodamco-Westfield (URW) owns and operates two of Europe's largest shopping centres; Westfield London and Westfield Stratford City. The two landmark retail and leisure destinations annually attract over 73 million shoppers and generate £2.1bn in retail sales.

To keep shoppers safe, the security team uses Genetec Security Center. The unified platform helps the team better understand and respond to everything happening in their widespread environment.

Investing in a strategic partner for today and tomorrow

Westfield Stratford City had been using Genetec Security Center for just over a year when Adrian Howles was appointed URW Security Manager at the centre in 2017. He quickly recognised it had further potential to enhance security, decision-making and operations.

“The value was clear from the outset and it was immediately apparent that Genetec would be an important strategic partner for today and tomorrow,” explains Adrian. “The platform is comprehensive, intuitive, and, as part of our five-year strategy, the open architecture gives us so many options.”

From the outset Genetec Security Center ensured Westfield Stratford City's security team could effectively monitor over 1,200 cameras from Axis Communications, covering 177,000m² of retail floor space. The solution unified video surveillance, access control and analytics to streamline everything from preventing theft and locating missing children through to pre-empting or responding to health and safety incidents.

Maximising resilience and savings across sites with one platform

Implemented within around 25% of URW's global sites, Security Center is fast becoming the platform of choice for the wider group. On a site-by-site basis, the URW teams choose Security Center for its ease of use and ability to evolve and grow in line with each centre's needs.

Using the Genetec Federation™ feature, the teams can also monitor multiple sites from a single platform. This allows them to build centralised control rooms which further enhances resilience and costing efficiencies.

Following Westfield Stratford City's lead, Westfield London has also deployed Security Center. This provides a common interface and user experience for security staff across both sites. URW is

benefitting from economies of scale with regard to training and development while also helping to ensure greater uniformity in how each centre responds to day-to-day security issues.

Westfield UK continues to run its security infrastructure within its own on-site data centres, maximizing returns on past hardware investments. However, in the longer term, the team expects to transfer more of its security infrastructure to the cloud.

“Knowing the system is cloud-ready and can support centralised monitoring if and when we need it to is very attractive,” says Adrian. “We can realise significant cost efficiencies and further improve our high levels of security and resilience.”

Moving beyond security to enhance operations and compliance

Today, Westfield UK continues to find new ways in which Security Center can add value to the business. One example of this is the integration of Genetec Security Center with Westfield’s Delivery Management System (DMS), which has resulted in a considerable annual saving. The DMS system automatically sends Security Center a list of approved delivery vehicles which have access to the site each day. When AutoVu SharpV number plate recognition cameras detect these vehicles at the gated delivery entrance, the system seamlessly grants access to the right service yard, with no manual intervention required.

Westfield UK has also deployed Genetec Mission Control™ at the two centres. This decision management system helps to further streamline processes, maximise efficiencies and ensure standard operating procedures are followed.

Pre-set with Westfield’s standard operating procedures, the software simplifies tasks for the operator by guiding them through every step in their response to a variety of situations. For example, in the case of a lost child being reported, Mission Control prioritises actions for the operator such as getting a description, communicating information to those on the ground, and reviewing camera footage for possible sightings.

“Front-line security is an all-encompassing role so we rely on technology to support our people in responding predictably and effectively to whatever gets thrown at them,” explains Adrian.

Finally, the rollout of Genetec Clearance™, the cloud-based digital evidence management solution, has facilitated General Data Protection Regulation (GDPR) compliance.

Upon receiving a request for evidence, the Westfield team can now automatically blur faces or parts of the video and instantly generate



a secure link to be shared with the approved agencies. Furthermore, they can watermark, set time limits and manage user access rights retaining greater control over how that footage is further used and shared. This has massively reduced liability concerns surrounding the possible misuse of footage that must be retained for a significant period of time.

“As publicly accessible sites that welcome millions of visitors, we receive thousands of requests for footage each year from visitors, retailers and law enforcement,” explains Tom Lish, Assistant Security Manager, Westfield Stratford City. “After validating requests, we used to have to manually redact innocent parties in the footage and then burn it on to DVDs but thankfully much of that is now automated, saving us significant time and resources”.

With ambitious growth plans and two rapidly evolving sites to manage and secure, Westfield doesn’t yet know how their Genetec deployment will continue to grow. However, they are confident in the system and its ability to continuously adapt to their evolving requirements.

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Genetec Inc.

genetec.com/locations
info@genetec.com
@genetec

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