



Security and Communication
Case Study Commend Australia



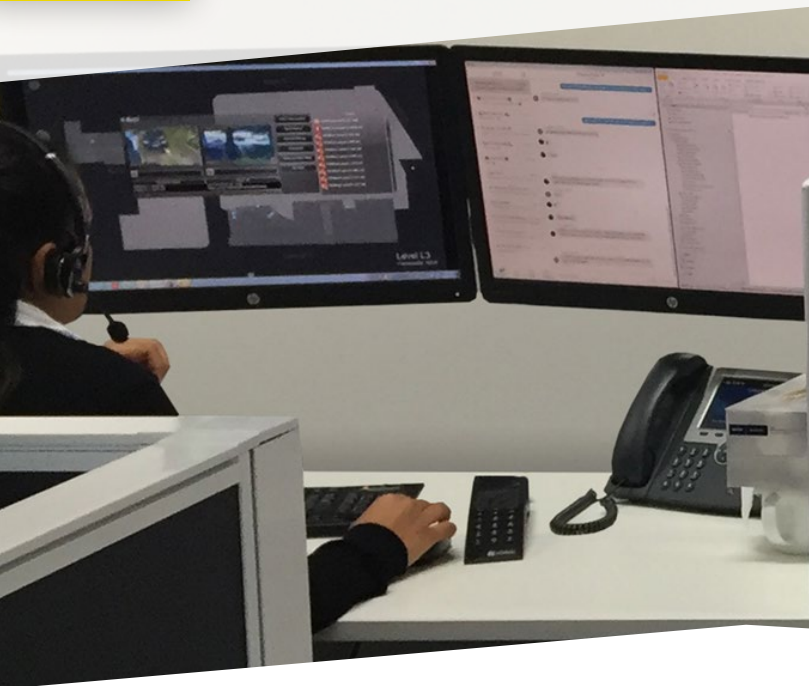
Scentre Group National Operations Centre

Scentre Group Westfield



Security and Communication

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Project Details

Customer

Scentre Group Westfield

Market Sector

Car Parking

Short project description

National Operations Centre for Car Parks

Integrated Communication Solution

Technical Equipment

Head-end:

- Software Intercom Server VirtuoSIS

Remote sites:

- Software Intercom Server VirtuoSIS
- Intercom Server GE800 with IP-cards
- Small Intercom Server GE300
- Gx-TEL card interfaces

Control Desks of various models, including:

- EE 900A
- Intercom Clients (computer and mobile)
- IP Intercom Box ET 901 & ET 908 – connected stations
- EE 811A, EE 411 respectively

Gx-TEL card interfaces at each remote site

The Challenge

Scentre Group was looking to establish a National Operations Centre (NOC). With 40 Shopping Centres spread across Australia and New Zealand, Scentre Group saw an opportunity to centralize their car park operations to deliver a consistently high customer service experience across their car parks. With a centralised Control Room and trained staff the experience should be consistent and professional in delivery.

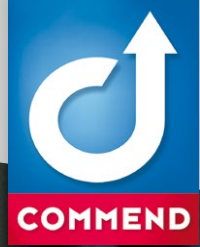
The NOC required a consolidated high availability solution to connect their disparate site technologies and support their Operators.

Having invested in Commend Intercom exchange and station equipment over the preceding years, the challenge was how to bring this equipment together in a logical way. The associated systems of the Car Parking environment were integrated together in an easy to understand FlinQ graphical representation for the operators. Integration of Intercom with CCTV and PARCs did not exist at the Car Parks before being connected to the NOC.

Westfield Shopping Centres are often the busiest of shopping precincts in any city and the need to keep disruption to a minimum is crucial when transitioning a remote site onto the Westfield Car Park Network. Detailed planning was required prior to each sites connection to the network.

SCENTRE GROUP

Owner and Operator of **Westfield** in Australia and New Zealand



The Solution

Scentre Group engaged Park Assist who worked closely with TKH Group sister companies Commend and Flexposure to deliver an integrated solution for their NOC.

The purpose built facility offers the Control Room Operators audio connections and comprehensive visualisation of the networked system via the FlinQ GUI. The status of the Intercom, CCTV, and PARCs systems are all presented in real-time for the operators to deliver that consistently high level of service to the Car Park customers.

The backbone of the system is based on the Virtuosis head-end intercom server hosted on the Scentre Groups' Virtual environment infrastructure. This virtual server is connected via Commend LAN networking technology in a star topology to the remote Westfield sites with the existing GE300 and GE800 intercom servers.

Presently eleven shopping malls are connected to the system. The expectation is that over time all the Australian Westfield sites will be connected to the network.

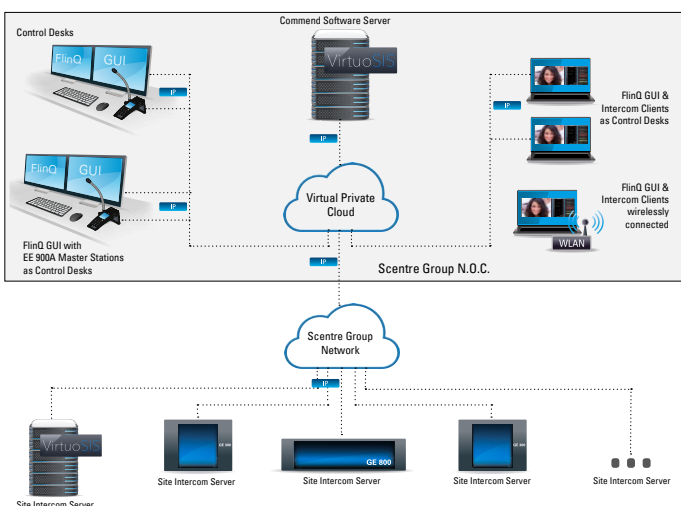
The robust and proven nature of the field devices (e.g. intercom servers and stations) gave Scentre Group the confidence in its ability to perform for the NOC. While the high level of audio clarity was recognised by the Operators prior to the network roll-out.

Brief Company Profile

Scentre Group is the owner and operator of Westfield, the largest shopping centre chain in Australia and New Zealand. Hosting some 11,670 retail stores within its' 40 shopping centres.

Scentre Group was created on 30 June 2014 through the merger of Westfield Retail Trust and Westfield Group's Australian and New Zealand management business. It combined the property interests of each of Westfield Retail Trust and Westfield Group in Australia and New Zealand and includes the industry leading operating platform with retail real estate assets under management valued at \$43.3 billion and shopping centre ownership interests valued at \$30.8 billion.

The shopping centres are highly productive, with strong franchise value and the ability to attract the world's leading retail brands. They are an essential part of the community's social and economic fabric. In 2015, over 525 million customers visited a Westfield shopping centre, spending in excess of \$22 billion.





Security and Communication for Car Parking

The communication platform for smooth, secure work flows

Westfield



“ We are very pleased with the performance and stability of the overall platform – including Commend’s Virtuosis Server together with the pre-existing Commend infrastructure at our Centres. ”

Mat Clew
Senior Business Manager Parking

Real life makes for the best stories

How do Commend solutions cope with the tough real-life communication and security challenges at locations all over the world? Real-life answers to this question are provided by the many case studies on customer projects – www.commend.com.

Your local contact will be happy to answer any further questions you may have regarding individual solutions..

Secure communication systems by Commend

Can you imagine a system that millions of people rely on every day, where every word has to count? That’s the world of Commend! Secure, reliable communication is our passion.

As global market leader with more than 40 years’ experience in developing voice technology, we have integrated video and interfaces to third-party equipment that complies with international norms and standards. Commend is the natural choice for hands-free voice communication systems all over the world.

Further reference projects

Sintesi S.p.A., Italy

National Car Parks Ltd., United Kingdom

City Parking Glasgow, United Kingdom

A strong network, worldwide.

COMMEND is represented around the world by local Commend partners to provide enhanced security and communication with tailored Intercom solutions.

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