

Success Story

«We have depicted everything in one system and now only use one medium. Today, nobody has a key any more at our company. We now have a future-proof system that offers us expansion potential and saves us costs and a lot of time. We are also highly satisfied with the project management by Walter Niedermayer from Bavaria Zeitsysteme and with the products from Kaba.»

Wolfgang Pfeifer
Head of Facility Management



www.hse24.de

Kaba Partner:



www.bedatime.de

HSE24, Ismaning



No keys any more - just one medium for all areas at the shopping broadcaster HSE24.

Twelve years ago, HSE24 was the first shopping broadcaster to go on air in Germany. The Munich-based company which is now part of Arcandor AG (Karstadt-Quelle) combines TV and Internet shopping under one roof. HSE24 broadcasts throughout Germany via cable and satellite. The television department store reaches a total of more than 40 million households in Germany, Austria and Switzerland. Shopping from home - whenever and whatever you want, conveniently and simply, but with expert advice nevertheless - that is the domain of HSE24 which broadcasts live 16 hours a day, 365 days a year. Orders can be placed at any time; the call center is available for customers around the clock. Whether for orders, complaints, order statuses or product information - the service employees are always up to date thanks to regular training and can provide information at any time. In 2006, for instance, the call

center also even managed to cope with mass numbers of callers (up to 60,000) on a single day with maximum service expertise. In 2006, some 1.3 million customers generated net sales of EUR 286 million. Whether it is a massage brush for EUR 4.99 or a diamond necklace for EUR 3,999 - individual requirements necessitate individual offerings. The TV broadcaster has constantly expanded its range over the last few years and offers a diverse program for both men and women.

Camera off, sound on

TV shopping only works with state-of-the-art technology and smooth coordination. At the premises of a former tile factory in Ismaning, to the north of Munich, a team of specialists guarantees the smooth live broadcasting in the company's own highly modern television studios. The success of the program, the demand for each product is followed live and directly. This is ensured by a highly modern management, which is connected online with the call center.

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A Kaba system ensures security on the premises and the controlled access for 500 employees and the numerous external employees and visitors. 'A reliable access control is an absolute must with our live broadcasting operations,' emphasizes Wolfgang Pfeifer, head of the company's five-man facility management team. When HSE24 moved into the buildings in Ismaning in 1997, all building entrances were initially secured via online scanners from Kaba Benzing. The required hardware was supplied and installed by Kaba Benzing VAR Bavaria Zeitsysteme from Munich, whose software bedatime.ZUTRITT controlled the access control system. In addition, there was a locking system for all companies on the premises of the media center, such as e.g. DSF and Plazamedia. This had reached its limits in 2003. HSE24 then had the idea of making itself independent from the other companies and installing its own, new locking system. Before this was implemented, the central reception area was redesigned in 2005. On entering and leaving the premises, the employees have since booked into two Charon turnstiles using their Legic badge. At the same time, numerous doors in the interior of the building, as well as the building cross-overs, were secured with Bedanet 91 04 / 91 05 online scanners. In front of the server and technology rooms, biometrics terminals were installed and only a few employees are authorized to book in and out here. They identify themselves using their finger. The alarm system is also activated or deactivated here. 'We were then faced with the decision whether we really needed to buy a new locking system or whether we should integrate

digital components in our existing system,' explains Wolfgang Pfeifer. The elimination of the dependence on insurance and the savings in the insurance costs caused by a locking system and the investment protection in the event of relocation were factors in favor of the second solution. This solution was thus pursued further and several systems examined and tested on site. 'We did not want a system with two media, but rather one medium that we could use for both the online access control, time attendance and the canteen and for unlocking the doors,' explains project manager Wolfgang Pfeifer. 'We wanted an integrated system that works smoothly and automatically, offers us prompt reaction times, for example, with changes to authorizations, and works in an efficient and user-friendly manner.' These requirements were best met by the new CardLink concept from Kaba, for the Kaba exos 9300 CardLink system combines the stand-alone world with the online world. With this solution, online and mechatronic components, such as digital cylinders and the Kaba elologic c-lever electronic door fitting reader, are configured in the same user interface. The reprogramming of the stand-alone components on site is no longer necessary. Thanks to the modern CardLink update mechanisms, the users receive their modified access rights simply and easily at an online scanner, e.g. at a B-Net 93 20, and carry this on their personal identification medium to the stand-alone components. 'The concept convinced us. We had also already had good experience of the system supplier Bavaria Zeitsysteme,' says Wolfgang Pfeifer, explaining the decision.

The latter supplies all the components and offers a very good round-the-clock service, on 365 days of the year. The system was introduced in the summer of 2006. At approximately 310 doors to offices, building technology and storage rooms, where no cabling was envisaged, Kaba elologic c-lever door fitting reader solutions were installed, and digital cylinders on six glass doors. After the components had been entered in the exos system and switched online, all keys were collected. Since then, the employees have only been booking in with their card. The access authorizations are administered in the Kaba exos system. 'If organizational structures change or employees move to other departments, we can change the access rights very quickly at the PC,' says Wolfgang Pfeifer, highlighting one of the advantages of the system. When the respective employee comes to work the next day, he or she only has to obtain his or her new authorizations at the update terminal in the entrance area and can then enter other areas and/or rooms. This process is effective and saves us a lot of time. That is why we have also installed three update scanners for our employees.' So that the authorizations retain their validity, the employees have to book into particular scanners with validation units on a regular basis. There are 16 of these spread over the entire premises, including at the barrier to the underground car park, thus ensuring that it is as convenient as possible for the employees.