

Case Study:  
Mobilia/Atrium Ljungberg

# Smart security solution increases security in new urban neighbourhood.

Mobilia is located in Malmö, Sweden's third largest city, and it is one of the region's largest and highest profile shopping centers. The owner, Atrium Ljungberg, develops and manages properties with the aim of creating attractive and safe urban environments. With this vision, they have expanded a well-established retail centre into an area of approximately 100,000 square metres.

## Fast Facts

1

**Sector:**  
Retail

2

**Location:**  
Sweden

3

### Services:

Advanced open camera system to monitor priority areas in real time

Indoor and outdoor video analytics

Connection to Securitas Operating Center (SOC)

## THE CHALLENGE

The Mobilia site consists of both public and private, indoor and outdoor environments. It is divided into 7 residential buildings with 334 apartments, 4 shopping centres including around 110 retail outlets, a cinema, an adventure land and around 1,600 parking spaces.

Before the project started, the area was under stationary surveillance by civilian and uniformed guards as well as security officers. Additionally, alarm and on-call monitoring/response, alarm call-outs and surveillance patrols were part of the security provisions.

The requirement for a more comprehensive security system increased in pace with the expansion of the Mobilia district. The property owner wanted to increase proactive security, including increasing responsiveness to ever evolving risks and to raise the level of security and safety for residents,

visitors and employees. In addition, Atrium Ljungberg wanted to help retail outlets reduce loss from theft and to ensure that when there are incidents, these could be captured to support legal proceedings.

## THE SOLUTION

In order to meet our client's evolving needs, and after a detailed needs analysis, we provided a tailored and scalable security solution combining technology with guarding services.

Specific elements of the solution included an integrated, open-camera system to monitor all the priority areas, in real time, and as permitted by local law.

The cameras include a range of comprehensive intelligent video analytics. A video analytic is a software application that assists the video operator by generating events based on a set of predefined parameters.



“For some time now, we have been monitoring the possibility of integrating cameras into security work, but no other company has had the capacity to provide an affordable solution on the same level as Securitas, thanks to its unique offering. As a client, we feel secure in the knowledge that our objectives are being met - often beyond expectation.”

**Anders Murmark**  
Market Area Manager, Atrium Ljungberg



“We have had problems with organised crime groups and are pleased that Atrium Ljungberg and Securitas have been readily responsive to the challenges we face. The preventive work by the security officers, the increased preparedness, and the ability to raise the alarm have been crucial in our collaboration to reduce losses.”

**Mats Ekdahl**  
Branch Manager, Systembolaget Mobilia

“We have collaborated closely with Atrium Ljungberg to create an innovative security solution. This solution bears testimony to the fantastic results and added value that can be generated by an optimal collaboration between technology and specially trained, dedicated security officers.”

**Roger Carnestad**  
Global Account Manager, Securitas

To ensure high quality and seamless provision of security services, an in-house monitoring center was set up and is staffed by specially trained security officers on site. The monitoring center handles all video patrolling, coordination, local alarm monitoring and response during business hours. In parallel, in the event of a failure, and outside normal business hours, these duties are transferred to the central Securitas Operation Center (SOC) to ensure full coverage.

#### THE RESULT

Atrium Ljungberg conduct annual surveys on the perceived security of Mobilia's residents, visitors and employees. Perceived security has improved significantly since the implementation of the new security system and it is expected that positive perception will continue to rise as the system becomes more integrated. Atrium Ljungberg has also recorded a significant reduction in the number of disturbances.

Results show that security technology provides security officers with a significantly improved overview of the site. This has allowed security personnel to use capacity more effectively and prioritize targeted interventions in addition to developing preventative security measures.

The ability to use recorded material from the security system that meets legal requirements and can be used as supporting evidence in legal proceedings has also been a positive benefit for both Atrium Ljungberg and the authorities they collaborate with.

A further benefit from the security system is that Atrium Ljungberg can offer some of the services to their clients, for instance, connecting shop owners' panic alarms to the monitoring center or even connecting their cameras so that video patrolling can be carried out by the operating center remotely.

#### ABOUT SOLUTIONS

Solutions are client-focused security packages, combining technology with a number of protective services to provide both security and efficiency. Providing an optimal combination of services, including technology and guarding, allows our clients to focus on the priorities of their business.