Upgrading an upscale mall's security network
A state-of-the-art security and surveillance network in Virginia

When Short Pump Town Center upgraded their security and surveillance network, they turned to Optigo Networks. Despite Short Pump not having a final network design, Optigo's flexible solution meant they could still place equipment in the field. Integrated management and analytics tools let them position and reposition cameras without concern for distance or bandwidth. With OneView™, Optigo's centralized management interface, the integrator was able to control all the devices from a single location.

Background
Short Pump Town Center is an upscale retail center located in Richmond, Virginia. It offers 140 shops and restaurants in an open-air environment spanning 1.3 million square feet. When the center was preparing for a multi-million dollar renovation and expansion in 2014, the owners knew they needed to take their security and surveillance network to the next level, but their evolving plans meant the system would need to offer great flexibility to maintain security in a continuously changing environment.

Challenges
The site's control rooms were already placed, and the sheer size of the mall meant there were long distances and large areas to cover. The site also had a limited ability to add conduits, and the center's design was often changing as new features were added.

Solution
Optigo Networks provided the center with a one-stop shopping experience for its security and surveillance network. Using Optigo Networks' secure networking platform, the integrator was able to tailor and modify the plans continuously, as different portions of the center came online at different times. Optigo's distributed networking technology removed the need for communication closets in every building or at fixed distances throughout the property. With a single IT room capable of connecting every device within five miles, cabling and labor costs were dramatically reduced.

Key statistics
- Retail center
- Richmond, Virginia
- Retro-fit project
- 1.3 million square feet
- Hybrid topology: Daisy Chain and Star
- 85 total devices
- Solutions for Security and Surveillance systems

"Our needs were changing on the fly but Optigo Network's system was so flexible that it was able to adapt easily to whatever we threw at it. Our network is much simpler than before and we saved significantly on our equipment costs. The system has been great to work with and has proven to be the optimal solution to our security and surveillance needs." – Charles Moore, Commtronics of Virginia