

Dallmeier in the Balkan countries

Dallmeier Electronic has been represented in Croatia and the neighbouring countries for over 10 years now, pioneering digital CCTV in the area. Information of any kind of CCTV activity in the Balkan area in Europe is very scarce, and this was a sufficient reason for us to interview Ms. Olivera Tomic, the lady that has been actively involved in promoting Dallmeier products throughout the region.

CCTV focus:

Miss Tomic, firstly I want to congratulate you on the successful business, and more specifically for achieving the status of No.1 digital recorder dealer in this market region. When and how did you start conquering this market?

Olivera Tomic:

From the very beginning we knew we had an excellent product that worked very reliably, was stable, and capable of satisfying all the special requests of a complex CCTV system. When I talk about the beginnings, I am referring to the period between 1992 and 1995. One of the very first DVRs from Dallmeier still works Ok at a petrol station in Siroki Breg in Bosnia and Herzegovina. At the time the unit was called MVC600 of the Minerva type, with 80 GB hard drive, and it did help quite a lot in tracing down and reducing petrol stealing. It was installed by Miro Gusic, an engineer from the company Kamir, who is even today one of the oldest but also most faithful distributors. This unit, as I said is still working today and it is practically one of the very first digital video recorders in the whole region. This was literally a pioneering job. Many CCTV installers have been learning from this system. Many have been trying to copy or imitate the Dallmeier DVRs, but as you know, Dallmeier is



always one step ahead.

CCTV focus:

There is no doubt, a good quality product is very important for penetrating the market, but there must something else that you need to succeed in a market like this.

Olivera Tomic:

That is correct. One of the important points are the reliable partners. Not long ago, Mr.Ivica Brekalo, in charge of the distribution in the company Kamir, gave me a wonderful compliment: " I am sure there are cheaper products, and I can see the competition in DVRs these days is extremely high, but no other brand can compete with the stability and the technical capabilities of the Dallmeier





DVRs.” Another important positive in my long term relationship with Dallmeier is the quick and efficient service support. All in all, we are very happy with the business relationship we have.

CCTV focus:

I am aware of the special certificates and approvals Dallmeier DVRs have won, such as the UVV-Kassen and Kalagate, very important for Germany, UK and similar countries. Is this important for your area?

Olivera Tomic:

Well, that’s exactly right, they are important here too. All projects that are financed by the EU, or various institutions that work with the European Union, such as banks and insurance companies, are asking for features and approvals that are exactly covered by these certificates. Any other products that have no such certificates are having tough times.

CCTV focus:

Olivera, could you tell me where Dallmeier products are installed most often, what kind of projects they are, and how you win these projects?

Olivera Tomic:

The most common projects are banks, petrol stations (as you know this was the very first application for Dallmeier themselves), pharmacies, metallurgy, private systems, marines, ship yards, hotels, shopping centres, exchange offices, financial and other state institutions.

For example, I have some photos to show your readers of various projects, and one of them is the Aluminum factory in Mostar, where we have around 20 DVRs, from all three generations of Dallmeier DVRs. Then, we have the Uni Credit Bank of Zagreb with over 70 DVRs. The Hypo Alpe-Adria Bank has over 40 DVRs, while the Raiffeisen Bank BIH Sarajevo has around 50 DVRs. There are projects

such as the Croatian Insurance in Mostar, then the Central Bank of BIH in Mostar. Many of them have been finalised by the Kamir company which I mentioned earlier.

It is fair to comment that in our security market, where the standard of living is relatively lower than in the EU, it is not easy to compete with much cheaper products. The first question many customers ask is about the price, but when the quality of the product is high, and when this is combined with a professional service - there is inevitable success. For example, our main partner for Bosnia and Herzegovina, Kamir, is among the very few in the region that already has the ISO 9001 certification for services of technical security nature and protection of people and property.

CCTV focus:

Just wondering how do you manage to cover so many different countries, and how does that function?

Olivera Tomic:

We are based in Split, Croatia, and this place is somehow based in the geographical centre of the area we are covering. So, we cover Slovenia (through a company Mobicom), Croatia of course (company Tehnomobil), Bosnia and Herzegovina (company Kamir), Serbia and Montenegro (company Kobra), Macedonia, Albania, Romania and Bulgaria.

Basically, in Split we have the authorised head office, with service and support for the whole of this region. Through the years, and in co-operation with the partner-companies in each of these countries we have come to the point where we can offer all the support required.

CCTV focus:

Are you thinking of distributing any new products or will you just concentrate on the DVRs?

Olivera Tomic:

We are definitely interested in the new range of cameras which Dallmeier now offers, the Cam_in_PIX. We have already had some very good feedback from the customers. The ultra-wide dynamic range of these new technology cameras are ideal for the very difficult lighting conditions such as bank foyers and marinas monitoring against very bright sun water reflections. I am sure we will have a great success with this product.

CCTV focus:

Miss Tomic, we appreciate your time [•]

