

Case Study Greggs

iFacility



"It's the ideal addition to a coordinated retail loss prevention and security strategy – it also has the potential to bring a host of other operational benefits to our business. We'd certainly recommend iFacility to other retailers."

Bruce Duncan, Retail Loss Prevention Manager, Greggs plc

Greggs the bakers is a much loved fixture of the high street. It's the largest retail bakery chain in the UK, with more than 1,600 stores.

THE CHALLENGE

Greggs recently undertook the biggest organisational restructure in its 70 year history and the company was looking to standardise its approach to retail loss prevention and security across its now extensive shop, bakery and office estate around the UK. The benefits of a standardised centrally controlled CCTV system were considered. Bruce Duncan, Retail Loss Prevention Manager at Greggs, explains:

"A unified system is key to deterring potential criminals, providing Police with valuable post incident evidence and incentivising good internal controls and best practice. With this in mind, we contacted a number of suppliers, asking them to put together a proposal."

THE SOLUTION

iFacility's IP CCTV solution proposed the relevant number of IP cameras, a comprehensive recording and information portal with a full support and maintenance programme based on an assessment of individual shop and wider group requirements.

"iFacility was the only company to put an IP proposal together initially and we immediately saw that it was the more flexible, future proofed system as they clearly understood our requirements and the demands of the system. Not only did it offer better picture quality and remote access, but also an improved payback through several other potential operational benefits."



iFacility's personal approach also made an impression:

iFacility was very professional from start to finish, e.g. they quickly reassured our IT department that the IP solution integrated seamlessly with our existing infrastructure, with straightforward installation and acceptable IT security controls. We were also impressed by their ability to coordinate an efficient supply chain, including an experienced hardware supplier, distributor and installation team.

THE BENEFITS

SECURITY AND LOSS PREVENTION

IP technology delivers excellent picture quality, allowing quick and accurate identification of people as well as close up footage of events, excellent frame rates and intelligent recording using motion detection. Bruce, explains: "We're very pleased with the quality of the high resolution images. We can watch live footage, take excellent still images or gather recorded footage from any location on the Greggs IT network. We've already successfully used the system on a number of occasions and are using it more and more on a daily basis."



HEALTH AND SAFETY BENEFITS

Cameras are also located back of house, i.e. around the food preparation area in each shop, helping to reassure staff and incentivise good practice and diligence. "The picture quality is so good that we can use it to assist good health and safety practices in the shop environment," explains Bruce. "The system will also potentially add value by deterring false claims and protecting the business against any potential litigation and unnecessary admin time."

STORE MANAGEMENT

"The ability of the technology to be stretched to different uses is impressive. For example; we have the ability to use the system to monitor customer and stock levels in real time. It may also be used to identify customer hotspots to help us decide where to place point of sale most effectively and also to perform analysis for marketing purposes."

"iFacility burn footage for us remotely and help to manage the requests from an authorised manager and the police if needed, allowing our shop managers to focus on their jobs and ensuring all relevant data is captured and stored."



A FLEXIBLE, FUTURE-PROOFED SYSTEM

IP technology is totally future-proofed, i.e. the system's flexibility and functionality ensures maximum return on the original investment without the need for unnecessary cost. For example, additional cameras and sensors can easily be connected to existing store infrastructure and the CCTV is able to be integrated with other systems, such as access control and EPOS: "iFacility understood the level of investment for Greggs and ensured it would deliver a return for years to come."

SUPPORT AND MAINTENANCE

The solution included a full support and Maintenance program, ensuring the ongoing investment is utilised to its maximum potential. iFacility have controlled remote access to the shops and monitor the cameras and recording equipment ensuring its uninterrupted operation and reliability. If a problem can not be resolved remotely, iFacility, with national coverage, can dispatch an engineer to a store. In the event of a problem ensuring a first time fix.

Greggs has full confidence in the system. Bruce says "Our experience of iFacility has been extremely positive – their technology is of excellent quality and is reassuringly adding value to our current security strategy."