



Rapid Video Review for identifying theft, managing risk, monitoring shrink and fraud, and for business intelligence

Introduction

Stew Leonard's Farm Fresh Foods is one of the retail sector's most renowned grocery store chains. Its four stores and nine free-standing wine shops* generate annual sales of nearly \$400 million.

The company is considered a trailblazer due to innovative marketing and sales techniques with an entertainment approach to shopping, including on-site petting zoos and complex animatronics

It is also an innovator in terms of its approach to loss prevention (LP) and security. The company's iron-clad rules, 1. "The customer is always right" and 2. "If the customer is ever wrong, re-read rule number one", apply to LP as well. Security officers also act as store greeters and on-floor assistance staff; they are instructed to be unobtrusive and respectful of customers while in the line of duty -- even in extreme cases.

This requirement has led to many security innovations, particularly the use of CCTV as a commonly accepted non-invasive form of public surveillance.

Stew Leonard's employs surveillance video for:

- Shoplifting (primarily in the wine shop)
- Smash & Grab incidents (parking lot)
- Slip & Fall claims
- Employee fraud and theft
- Business intelligence (BI)

Challenges

The Stew Leonard's store in Newington, Connecticut is styled in the company's signature dairy barn look. All Stew Leonard's stores feature a single center-aisle "labyrinth" that guides shoppers past every department. For the security staff, this layout poses a challenge: the labyrinth requires careful positioning and a multiplicity of cameras.

Floor displays include animatronics (pictured right) and are changed frequently, requiring camera repositioning. Stew Leonard's retail philosophy centers around the tactile experience of "Taste, Try, Touch". Customers are invited to sample wares, leaving expensive products, such as \$200 Scotch whiskey, within arm's reach (pictured left).

On average, each Stew Leonard's store has 110 installed cameras recording around-the-clock. The Newington store has 126 cameras.

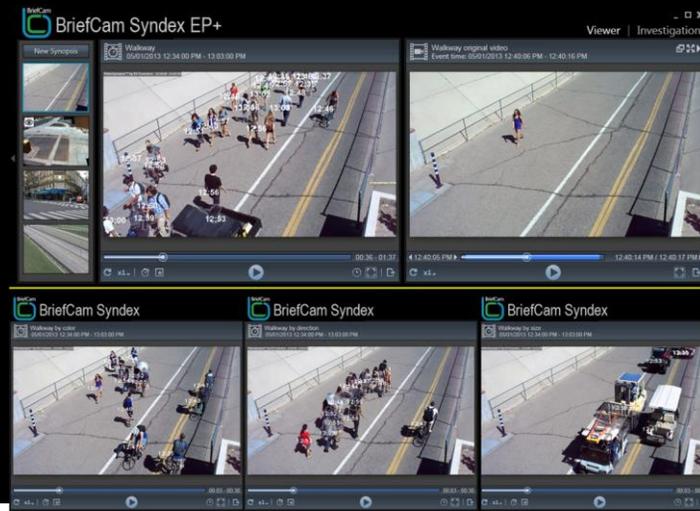
Standard cameras locations are above cash registers, work-stations, in break rooms, refrigeration areas, loading docks and parking lot.

Solution: BriefCam Syndex

- BriefCam Syndex enables rapid video review.
- BriefCam Syndex enables video search
- Review time is compacted by factor of ~1/60

** PLEASE NOTE: Stew Leonard's Wines are individually owned and operated. They are not a chain and are not a cooperative buying group. They are not part of the Stew Leonard's grocery chain*

BRIEFCAM CASE STUDY – RETAIL: STEW LEONARD'S



Pictured: BriefCam Syndex. On average, 1 hour of video can be reviewed in 1 minute. Results can be further refined by color, direction, size, speed and other additional parameters.

"Right now, we use BriefCam for loss prevention, monitoring critical areas such as back doors, shipping docks, receiving areas, and for perimeter security, but we are also beginning to use BriefCam as a market research tool."

Bruce Kennedy, Director of Loss Prevention and Logistics, Stew Leonard's

Cases

Shoplifting: BriefCam has been used successfully by Stew Leonard's to discover shoplifters.

Smash & Grabs: Most victims are employees who do not discover the crime until the end of the work day. BriefCam cuts the task of reviewing 9-plus hours of video to minutes.

Slip & Falls: Prior to implementing Video Synopsis, the store would often compensate claimants, rather than incur the cost of traditional video review. With BriefCam, claims can now be investigated efficiently.

Employee fraud and theft: Cameras are used to monitor staff in employee-only areas of low-activity. BriefCam enables discovery of behind-the-scenes events.

Business intelligence: Stew Leonard's security cameras double as business data gatherers. BriefCam maximizes the potential of video footage that is, in any case, being recorded 24/7.

Summary

BriefCam Syndex is used to review hours of video generated by the Newington, CT store's 126 cameras, with uses ranging from identifying theft to risk management, monitoring shrink and fraud, as well as BI. The company estimates it will realize a Return on Investment (ROI) within 8-10 months.

Challenges

Too much video. Not enough eyes.

- Personnel need to investigate incidents quickly
- Personnel must be proactive on live feeds

Time lag in obtaining evidence for:

- Internal investigations
- Criminal prosecutions

BriefCam Syndex Benefits

Maximize video value

Extract valuable information from surveillance video

- Personnel can investigate more incidents
- Video can be investigated for other, non-security purposes (e.g. staff monitoring, business intelligence)

Time-savings & speed

Review time cut to the minimum

- Review time reduced by a factor of ~1/60
- Most relevant events presented first

Enhanced efficiency & productivity

More video reviewed in less time.

- On-site: review reported activity within minutes
- Rapid execution of post-event investigation.

Proactive/scheduled review of video

Know what you didn't know

- Proactive review to detect unusual behavior patterns
- Discover previously undetected events
- Be proactive on live feed