



Fast-growing NJ franchise and bakery deploys Brivo ACS to improve security and productivity



Integrator:

Professional Security Technologies
Bill Brenner, Vice President
Nutley, New Jersey

Customer:

WaytoDough, a Dunkin' Donuts
Franchisee
Ever Santana, Director of Operations
Totowa, New Jersey

The Situation

Summarizing a lifetime of food service experience, Waytodough's Ever Santana commented, "Most restaurant owners think they see everything—they actually miss a lot." Santana is VP of Operations for Waytodough, a northern New Jersey-based owner and operator of 20 Dunkin' Donuts franchise locations and a central baking facility, which services more than 100 retail stores. The company's Fort Lee, NJ, location is the second-largest grossing Dunkin' Donuts in the country.

The Challenge

Two years ago, WaytoDough had some scattered cameras, a few DVRs, and a limited electronic access control system. Santana wanted to standardize on a number of key systems so that one store's security system could be operated just like any other store. "I knew what I wanted to accomplish, I just didn't know how to get there."

When Professional Security's Bill Brenner introduced the Brivo ACS, Santana immediately saw potential, "I saw a lot of value for the retail stores, but immediately here at the kitchen. With close to 150 employees, 10 bay doors, and a lot of people coming in and out—I wanted to know who is in this building at all times, from a security standpoint, management standpoint, and insurance standpoint." In addition to service providers, bakery management wanted to better monitor and manage their production staff.

The Solution

Waytodough and its integrator partner, Professional Security Technologies, have installed integrated security packages in 10 retail locations and counting, and at the central bakery. Central to each security system is Brivo's ACS WebService™, which is utilized not only for access control, but also as a highly effective management tool to improve operational efficiency, cut waste, protect against liability, deter theft, and improve employee training.

Each retail location has between 14 and 16 cameras. The Brivo system covers the back door for deliveries and the manager's door for strict access management, and is integrated with Speco DVRs. At the central bakery, the Brivo system covers 15 doors, including 10 truck delivery bay doors and internal doors for the cafeteria, rest rooms, and the administrative offices. Seventeen integrated cameras cover the entire 25,000 sq. ft. donut-making facility and are monitored in the office on premises.

All outside professionals and delivery personnel have access fobs that record their entry and exit and limit their access within the facility to only where they need to go. No WaytoDough staff members need to let them in or keep an eye on them. The Brivo system monitors access to the cafeteria and the restrooms, as well as the door to the time clock. Now management has valuable data. "We use it as a very effective productivity tool," Santana commented. "We can easily see, and run reports on, the number of times specific doors are opened, by who, and when. We know where our employees are and how they are moving about the facility doing their jobs. With the data we collect, we can improve operations with targeted training and feedback." In addition, Santana has a record of all truck activity arriving and leaving the kitchen as they make their way in delivering donuts twice a day to the many retail outlets.





The Highlights

· At the heart of the Waytodough's improved security is Brivo's ACS WebService™. "The Brivo Web interface is fantastic, it's easy to access and very user friendly. I have multiple managers in several different locations accessing the system for any of our stores to monitor and manage personnel," commented VP of Operations Santana.

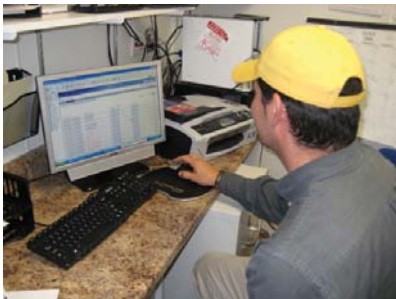


· Every store manager's office contains highly valuable equipment and reports. Each office is covered by Brivo access control and video surveillance. No one can access the office unless they are explicitly authorized. WaytoDough has delegated creating access control groups to the managers for each individual store. Is the system effective? One store manager commented, "The Brivo system is easy to operate. I never use the manual, I use my common sense."



· Shrinkage and theft are huge issues in the low margin food business. Integrated access control and video are used to measurable effect to deter such problems. Santana is convinced: "Our employees realize quickly that you have the ability to catch them doing the wrong thing. Not only do we see the value of our security systems from a productivity standpoint, after a few high-profile incidents, we've seen a marked drop in thefts and the like. It's powerful."

· Most stores operate 24 hours a day, so controlling access and having a record of all access activity is critical. District Managers have a clear record of the deliveries by the 30 Waytodough drivers—person, entrance, duration in the store, and exit, and there is video back-up to ensure the key fob and the person match up.



· WaytoDough uses their Brivo ACS as a very effective productivity and training tool. Management at the bakery facility can easily see, and run reports on, the number of times specific doors are opened, by who, and when. With the data from the access control system, WaytoDough can improve operations with targeted training and feedback.

· ACS WebService™ reduced WaytoDough's total cost of ownership by nearly 50% over their traditional non-networked system, while greatly improving productivity and overall security performance.

· Mike Isabella, Professional Security's Manager for Business Development sees only continued future progress and innovation, "Santana and his team really push us to be creative. With Brivo, it's not just an access control system, it's a communication and data transmission system. How do we take advantage of all the capabilities? So far, we're only touching the surface."

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