



**BIRDSEYE**  
SECURITY SOLUTIONS

# CASE STUDY

**Global Automobile Manufacturer**  
USA Distribution Center

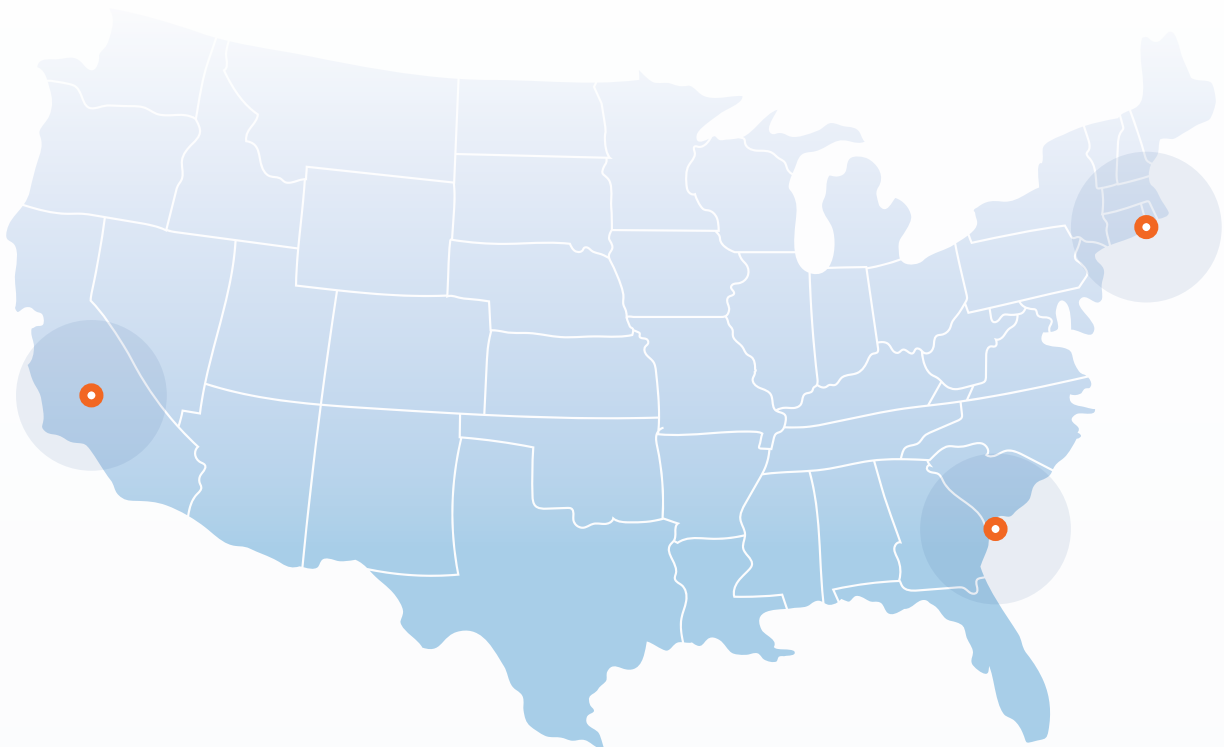
# SITUATION OVERVIEW

The United States is one of the most important markets for this global manufacturer of luxury automobiles. It manufactures vehicles in the USA and overseas. For overseas vehicles, the company receives, prepares, and distributes its import vehicles through one of three US distribution centers.

Prior to Birdseye, Security at the Distribution Center in the Northeast USA was being managed through onsite security guards. Over the course of a 24 hour period, upwards of 12 guards would cycle through the facility over three shifts to manage access to the facility through 4 primary gates (rail, ship, and road), as well as to monitor the perimeter and interior of the yard.

The guards had access to a small network of about a dozen cameras to assist them in monitoring the yard — though in reality, the cameras were older technology, lower resolution, and generally only useful to review recordings of incidents if lucky enough to be in ~20% of the yard that was under surveillance.

The guards managed access to the facility. Vehicles and pedestrians coming in through the road/truck gate were required to check in with a guard prior to being granted access. Details were logged on a paper record, and once a week those logs were submitted to the yard operations team for archiving. No real time access to those logs were available to management. It was not unheard of that unexpected visitors would be allowed into the yard after announcing they had an appointment with a staff member - with no ability for the guards to readily validate their intentions or authorization to be on the yard.



# TRIGGER FOR CHANGE

This company is an organization that seeks to always push the boundaries of what is possible throughout the innovative use of technology. Not only is this true within their vehicles, but it is equally true of their back-end operations and supply chain.

In 2019, the local DC and corporate management teams identified that the security and yard operations at the Northeast Distribution Center (DC) represented a superb opportunity to bring improvement to their supply chain through the intelligent application of technology. Security is an important consideration for the DC management team, as ports, in general, and the DC yard, in particular, are high value targets for criminal activity due the high volume of inventory that pass through them on an annual basis.

Onsite guards, for which the team was allocating a significant budget, were an “old-school” approach to securing and managing gate operations, and offered little to the management teams in terms of oversight, and real-time intelligence.

The team hoped that by bringing technology into their security and gate operations they could identify means through which they could achieve efficiencies in moving inventory from incoming ships to the organization’s dealer network — improving downstream customer satisfaction.

And, in improving how they oversee their yard, the Northeast DC team could ensure they remain good corporate partners to state and federal agencies in the areas of import, and homeland security regulation.



**Improved Quality  
of Service**



**Lower Costs**



**Innovative  
Gate Security**



**Improved Security  
Coverage**

# THE SEARCH FOR BIRDSEYE

Prior to landing on Birdseye, testing and evaluation of hybrid systems that included the use of drones, radar, satellite imagery and even robots was undertaken.

The local management team brought Birdseye Security Solutions to the table after identifying it as the security solutions provider to a neighbouring facility. Between local and corporate management, Birdseye's mix of proprietary monitoring technology and professionally trained remote agents was evaluated and ultimately satisfied the demand for improved site oversight and gate operational efficiency.

What made the decision to deploy Birdseye a no-brainer, was the ability for the local management team to "piggy-back" on the system to improve their own operational monitoring of the facility. While they left the core security surveillance and access management to Birdseye agents, they could tap into the video feed from virtually anywhere to check on site conditions, monitor their staff activities, and ensure site protocols were being followed.

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*With Birdseye, we expected to get significant improvement in security and save compared to the budget we were spending on our previous onsite security. What sold us was, once installed, we could get so many operational benefits through Birdseye directly, and by piggy-backing on the live monitoring feeds.*

**Distribution Center Manager**

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# SOLUTION OVERVIEW

Birdseye designed a system that provided 100% real-time monitoring of the 110 acre distribution facility with approximately 150 cameras, 2-way communications systems and other sensors.

Remotely operated gates were equipped with the Birdseye ID-Verifi systems to ensure that all visitors to the facility would be checked for authorization prior to being allowed into or out of the yard.

The technology was connected to a private network which gave Birdseye Remote agents access to this feed 24x7x365. The professionally-trained agents follow company defined protocols for all predictable daily operations and potential incidents. And have pre-defined escalation procedures (and a deep history of working with similar clients) to fall back on for the unexpected edge cases that inevitably occur.

The transition from onsite guards to Birdseye was completed over a roughly 3 month period. Throughout this time, fewer onsite guards were deployed, and Birdseye took control over a greater percentage of the yard monitoring and access operations.

By slowly transitioning from one system to the other, there were no disruptions to operations, and the security teams could gain familiarity and comfort with Birdseye's standard operating procedures.

The deployment of the Birdseye technology is funded by Birdseye, and amortized across the life of the contract — ensuring the company did not have to outlay significant capital expenditure at the onset of the project. Operationally, the complete solution is saving the company 60% compared to the cost of their original onsite security guard contract.



# OUTCOMES

The Distribution Center team has realized a 60% direct cost savings through the transition from onsite security to Birdseye's Remote Security and Facility Supervision solution.

In addition to the direct cost savings, the team has been able to improve their oversight of operations by ensuring the Birdseye system directly feeds intelligence into their yard management systems. Unauthorized visitors have been eliminated due to strict adherence to gate access protocols. And, by shifting to electronic logging, standard practice for all Birdseye deployments, the team had real-time access to searchable records for all gate transactions improving the DC management teams access to inventory transshipment details.

Leveraging direct access to the the Birdseye camera system feeds, the local team is also able to make improved operational decisions related to the yard - from simple decisions on when to bring in snow removal services in the winter season, to more important decisions regarding inventory placement in an always crowded and busy transshipment terminal. Footage from the interior cameras is used to help investigate minor onsite incidents and improve safety and inventory management policies.

The Birdseye solution has increased the DC management teams' confidence that their facility is not vulnerable to potential security breaches - which can be common to port areas. Having 100% coverage of both the perimeter and interior of the yard, and the ability to warn away people acting suspiciously near the fence line is a great deterrent for would-be criminals. since being deployed in early 2020, the number and scope of security incidents has been dramatically reduced due to the fact that Birdseye agents were able to identify the suspicious behaviour in progress.

## Improved Operational Oversight

## Reduced Number of Security Incidents



60% Savings on Security



Increased Security Coverage



# CONCLUSION

The Distribution Center management team has come to appreciate the partnership that has developed between themselves and Birdseye over the past 2 years.

The expected improvements in security and operational support have been realized. As has been unexpected cost savings and improvements in site safety. And, the management team leverage the system to improve their own operational oversight of their facility.

The ability for the team to be proactive instead of reactive to site-related incidents and conditions has enabled the DC team to improve their operations, and their credibility with both their corporate partners and dealer network.



## ABOUT US

Birdseye Security Solutions is a leader in Remote Security Monitoring and Management solutions for industrial and commercial properties. Clients rely on the Birdseye solution to deliver value in three key areas: Security Monitoring, Operations Management, and Protocol Enforcement. Operating across North America, Birdseye Security serves clients in the transportation, automotive, construction and multi-unit residential sectors.

The Birdseye Security solution combines sophisticated cameras, audio sensors, and proprietary AI technology with professionally-trained monitoring agents to remotely manage even the most complex daily site operations, while detecting and deterring potential trespassing, theft, vandalism, accidents, or other safety incidents. Compared to onsite security guards, the Birdseye Security solution is proven to better detect and deter security and safety incidents, as well as reduce clients' spending on monitoring and operations.

For more information, visit our website <https://www.birdseyesecurity.com>

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