



# CASE STUDY

Global Leader in Multimodal Transportation

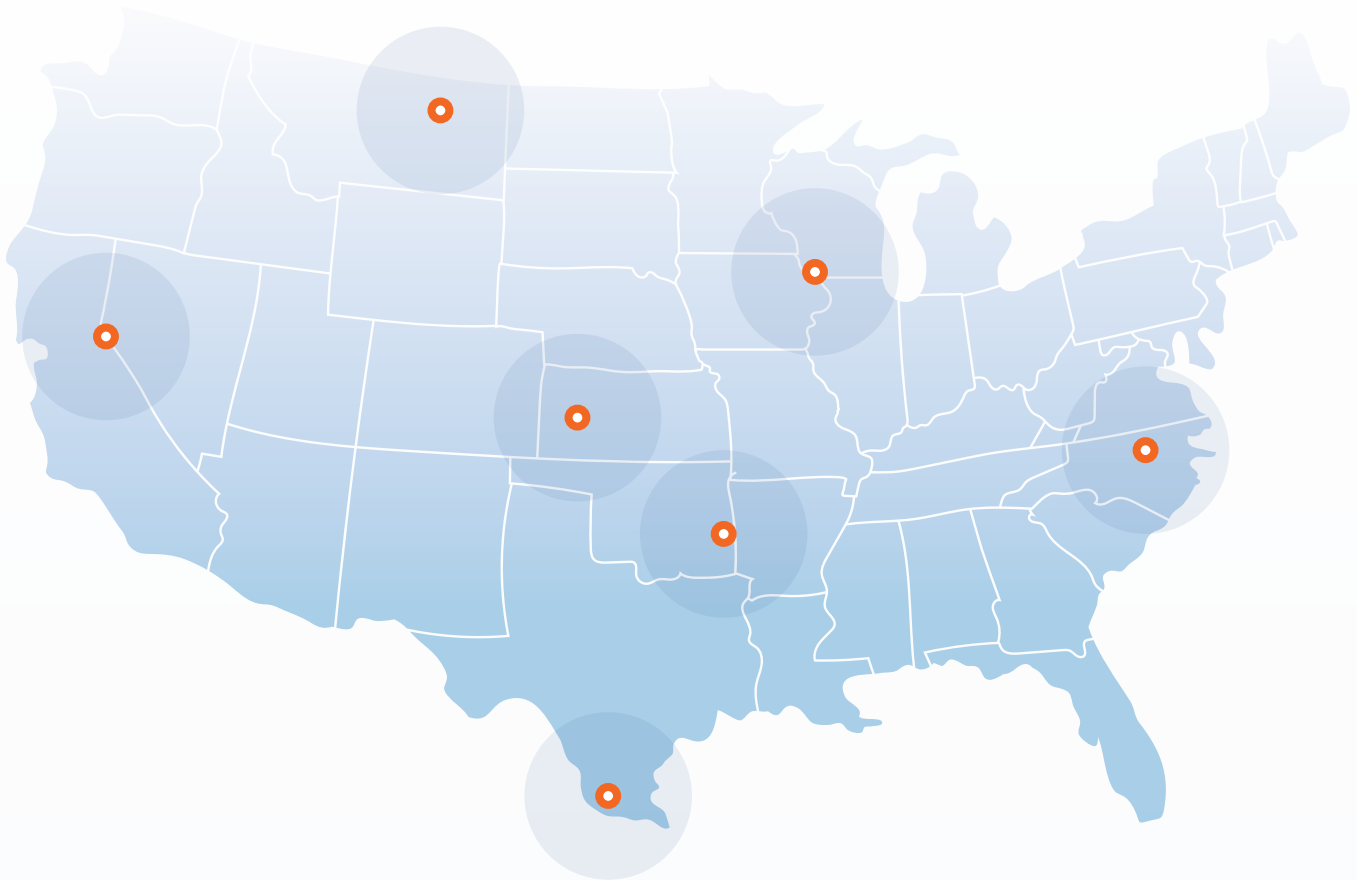
# SITUATION OVERVIEW

The company discussed in this study has been a global leader in integrated shipping and transportation since the mid 1990's. The organization has continued to grow it's global footprint, and now has operating facilities in over 50 locations across the United States.

Prior to Birdseye, security at the company's US locations was being managed through a central contract with a multi-national security services provider. The services being provided by onsite guards included gate access operations, as well as site perimeter security. They performed these tasks through a combination of guards posted at the yard gates and roaming patrols. Few electronic aids (cameras, sensors, etc.) were in use at any of the facilities.

Guards were often asked to contribute towards "clerical" duties at these facilities by ensuring data collected through the gate operations process were entered into the company's Yard Management System.

Despite the centralized contract across multiple facilities, the security services firm treated each facility as a unique and separate location. Lessons learned through onsite situations at one yard were not shared to other locations. In fact, as a general practice, the security services provider did not track, report or analyze any sort of operational or incident statistics from the company yards. This limited the ability for the team to identify opportunities for improvement



# TRIGGER FOR CHANGE

While no one specific incident led the company to begin their search for an alternative to onsite security, the core goal of the project was to **seek out an improved quality of service at a comparable or lower cost.**

The initial focus of the project was on improving gate operations, prompted by complaints they'd received in a few municipalities. Due to the slow processing of inbound and outbound trucks and trailers at a number of their facilities, the company had been subject to complaints of queued trucks blocking roadways while waiting to be granted access to their yards. The team began a search for automated and tech-enabled gates, which quickly expanded to include broader perimeter security.

The team believed they could find a new, innovative way of managing gate operations and perimeter security at their facilities that would improve their operational quality of service without having to spend more budget. In so doing, they hoped to solve broader continuous improvement issues — a lack of tracking and reporting on site-related incidents, as well as cross-site coordination and learning.



**Improved Quality  
of Service**



**Lower Costs**



**Innovative  
Gate Security**



**Improved Perimeter  
Security**

# THE SEARCH FOR BIRDSEYE

The team quickly zoned in on Birdseye Security Solutions as a leading option for their pilot project — testing automated gate operations and remote security monitoring as a replacement for their onsite security guards.

While the core services being delivered by Birdseye are certainly in line with what the team was looking for, what tipped the scales in favour of Birdseye was the recognition that through Birdseye's unique combination of technology and professionally trained agents not only were the core services being delivered, but the team was also tracking, reporting and analyzing incident data from each site to learn and improve across all sites. In the event of an onsite issue, tracking timeframes have been reduced, data quality improved — such that time to root cause has been drastically cut.

The system was managed holistically, with agents co-located in the remote monitoring center able to share best practices and lessons learned from unique “edge-case” scenarios across sites. For an organization as committed to continuous improvements as the team was, this was the kind of partnership they were looking for in their operations and security vendor.

Not unusually, through the process of evaluating Birdseye, the team was pleased to find that on average they could expect to save upwards of 25% of their security budget compared to their current onsite security services.



*Operational efficiency is critical to our organization. In switching to Birdseye we not only achieved improved efficiencies, but also reduced our overall spending, and improved quality of service.*

Team Lead, Continuous Improvement



# SOLUTION OVERVIEW

Birdseye's first deployment phase for the company was focused on five of their over 50 sites across North America. At each site, a network of AI-enhanced cameras, speakers and other sensors were deployed to provide 100% perimeter and interior yard surveillance coverage.

In addition, automated gates, additional cameras and Birdseye Id Verifi gate operations equipment were installed at all inbound and outbound gates, most of which have multiple lanes due to the volume of inbound and outbound traffic.

The onsite monitoring and operations technology was connected to a private network, through which Birdseye's Remote Agents accessed camera feeds and gates 24x7 year round. Operational control transitioned to Birdseye from onsite security over a 3-4 month period at each yard, to ensure continuity of operations and to de-risk the project.

While the physical systems were being deployed, the Birdseye and company team worked to define specific site protocols which would govern how the agents managed the property. Protocols governed everything from normal gate authorizations instructions — to defining how agents would react to predictable emergency situations such as an onsite fire or medical emergency.

In addition to the above, Birdseye and the company worked together to define useful operational and incident dashboards as well as standardized reporting requirements through which the teams would measure the ongoing operational efficiencies and identify areas of potential improvement.

# OUTCOMES

Through the first few months of the deployment, the results of the changeover from onsite guards to Birdseye's tech enabled Remote Monitoring services quickly proved a good investment.

The immediate and most-obvious initial benefit was in the efficiency of gate operations. After switching over to Birdseye, inbound and outbound trucks/ containers were passed through the complex gating procedures in under 4 minutes — a significant reduction from the pre-Birdseye average. This not only enabled the site to operate more quickly, without sacrificing accuracy or safety of operations, it also eliminated the municipal complaints that were one of the key reasons the company went looking for an alternative to their onsite guards.

With the pre-defined dashboards and operational reports, the company management team finally had data from which to evaluate their sites, and make decisions on improvement programs. This information feeds their teams' ongoing health and safety programs, in addition to regular operational continuous improvement efforts.

As expected, the company was able to reduce their overall security budget at Birdseye supervised yards by between 10-25% compared to onsite security.

But, even more important than the direct cost savings, the company was able to reduce the more significant liability related to containers with "mystery damage". Without proof damage wasn't done in their care, the company regularly had to absorb claims from their customers related to damaged containers and inventory. After Birdseye's monitoring equipment was installed, they could readily offset these claims to 3rd party carriers by showing the containers were damaged in transit — not while in their care.

## Improved Efficiency of Gate Operations

## Reduction of Liability Costs



25% Savings on Security

Real-Time Data Access

# CONCLUSION

The company's Continuous Improvement team has found a true partner in Birdseye Security Solutions. The expected benefits of making the transition from onsite security to Birdseye's unique Remote Monitoring have been more than realized.

The teams continue to jointly review analytics related to the monitored yards to identify areas of improvement — operational, safety and security-related. Moreover, these discussions happen on a systemic basis — as opposed to focusing on a single yard — enabling the teams to carry lessons learned in one place to the entire network.

The company has come to fully appreciate that the Birdseye team behaves as though it were an extension of their own internal management team — with a vested interest in supervising the company's yards as though they were their own.



## 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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