



Cash Saver Stores Using 3xLOGIC Video Surveillance to Successfully Combat Theft, Liability Claims

3xLOGIC
VIDEO MANAGEMENT | VIGIL

THE SITUATION

Cash Saver is a cost plus food outlet that promises a whole new way to save on groceries for Memphis residents. The company keeps the cost of operating its stores low with lower rent, no fancy décor, and less advertising.

THE CHALLENGE

When Cash Saver began looking for a video surveillance system for their Memphis stores, their main motivations were safety and curtailing losses. Since Cash Saver advertises its lower prices compared to the competition, they are firmly committed to doing anything in their power to cut costs, including reducing product shrink and legal claims.

THE SOLUTION

Cash Saver has approximately 60 cameras at their largest location, the 24-hour Madison Avenue store. Two other stores about one-third the size of the Madison flagship location have approximately 30 cameras each. All stores have 3xLOGIC V7000 NVRs recording 3xLOGIC 3 MP and 6 MP 360-degree surveillance cameras, as well as fixed cameras. Mark Gatlin, VP of Store Operations, expects to install 3xLOGIC video surveillance in a fourth store in the near future.

THE BENEFITS

- Cash Saver has over 120 3xLOGIC cameras installed at three store locations. Areas under surveillance include parking lots and sidewalks and just about every area on the sales floors, in storage rooms and food preparation areas, and more.
- Since installation, Mark Gatlin has seen a lot more uses for his high-quality video images, “We’ve used the system many times to combat slip and fall claims. We’ve had car

accidents, car break-ins; recently, we had a purse snatching, and we got very good images of the assailant.”

- Gatlin monitors video during his work hours, and his assistant managers and co-managers use the system during other shifts. For this grocery store chain, the 3xLOGIC system is definitely a force multiplier.
- “The image quality is very good, and when you show somebody video that pinpoints every action, it’s like having an unbiased eye witness. We’ve cooperated with the police on upwards to a hundred different incidents.”
- Gatlin and his staff monitor video during work hours, but Gatlin can also be sitting at home relaxing, and he can pull up video feeds on his smart phone at any time.

“When we bought the system, we took it on a try and buy basis. After 13 months, we are convinced we’re seeing ROI every day, this system will pay dividends for years to come.”

—Mark Gatlin, VP Store Operations, Cash Saver

THE PRODUCT

The 3xLOGIC VIGIL™ V3000-, V5000-, and V7000-Series of Servers are fully-integrated intelligent video appliances. Pre-configured with VIGIL VMS software, these high-performance servers represent a cost-effective flexible solution that allows users to address their current needs with the ability to scale to meet tomorrow’s demands.

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