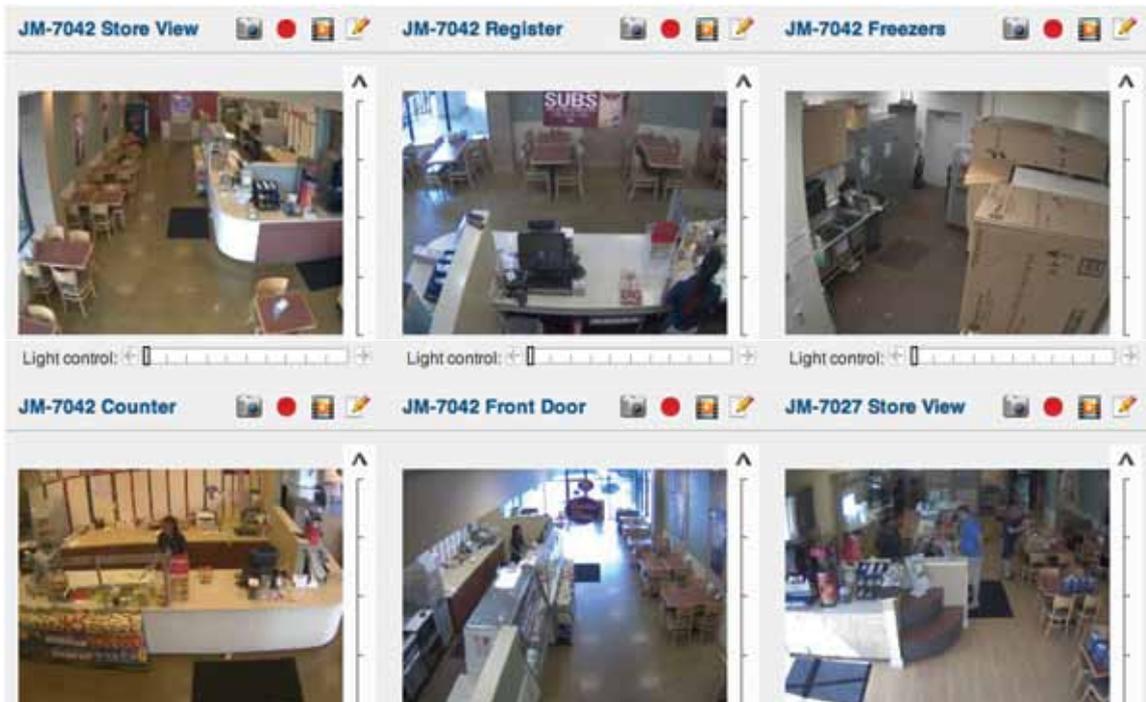


Jersey Mike's cooks with Axis Hosted Video.

National sub shop chain uses hosted video to protect store assets and streamline restaurant operations.



Organization:
Jersey Mike's Subs

Location:
Irmo, South Carolina,
USA

Industry segment:
Retail/Restaurant

Application:
Loss prevention, safety
and security, merchandising
and operations

Axis partners:
A3 Communications,
Secure-i

Mission

Jersey Mike's Subs, a national chain with more than 600 franchise-owned locations, prides itself on freshly sliced, authentic Northeast-style sub sandwiches made-to-order just like they were in the original 1956 shop. Chris Johnson opened two Jersey Mike's franchise locations in Irmo, South Carolina, as a second business endeavor and was committed to delivering on the Jersey Mike's quality promise. He needed a surveillance system to secure his stores as well as provide live and recorded video to accommodate his busy travel schedule.

Solution

Johnson consulted with Axis partner A3 Communications, a Columbia, S.C.-based provider of professional IT services and support, to design a video surveillance solution. A3 took Johnson's vision for a surveillance system to a new level by recommending a hosted video solution that not only secured both restaurants but also helped him improve efficiency and service quality.

A3 installed affordable AXIS M1054 Network Cameras in each location that stream to a Secure-i hosted video platform. Onsite network attached storage (NAS) devices were implemented to record redundant, forensic-quality video in HDTV resolution.

Result

With pre-provisioned Axis cameras configured to link to the Secure-i hosted platform as soon as they are connected to the Internet, A3 Communications created a customized Jersey Mike's set-up that can be installed and up-and-running in any location in less than two hours. Johnson loves the easy remote accessibility of the system to monitor multi-shop operations from his iPhone and iPad while on the road. He frequently uses the video and audio as a valuable training tool for better customer service, proper sandwich-making protocol and efficiency, and safety tips for using the razor-sharp deli slicer. He also utilizes the motion and audio detection features of the Axis IP cameras to keep an eye and ear on his restaurants after hours.

"When you have video surveillance in the shop, security is a given. But the hosted video solution gives me real-time visual feedback about store operations to improve our efficiency and service quality. I could run all the ticket system reporting in the world, but seeing is believing. For people who own multiple locations, this (hosted video) solution is fantastic."

Chris Johnson, owner of two Jersey Mike's locations in Irmo, South Carolina.

Surveillance made to order

At Jersey Mike's Subs, they pride themselves on authentic Northeast-style subs made by hands-on sandwich artisans just like they were at the original Mike's Subs in Point Pleasant, NJ. But with more than 600 franchisee-owned shops across the U.S., it can be difficult for multi-store owners to keep that hands-on promise when they can't be in two places at once. It's here where hosted video lends a helping hand.

"When you have video surveillance, security is a given," says Chris Johnson, owner of two Jersey Mike's locations in Irmo, S.C. "But hosted video gives me real-time visual feedback about store operations to improve our efficiency and service quality. I could run all the ticket system reporting in the world, but seeing is believing."

Johnson entered the franchise market as a second professional endeavor and sought a surveillance system to protect his assets. A3 Communications took this search a step further with a hosted video proposal: five AXIS M1054 Network Cameras with HDTV quality and two-way audio installed at each location streaming to Secure-i's cloud platform. The system is augmented with a NAS device and an uninterrupted power supply to record 60 days of 720p video even if power or Internet is lost.

Two places at once with hosted video

"When you own multiple stores and travel as much as Chris does, a traditional in-house CCTV system plays only a reactionary role. And what good is the system if someone steals or destroys the DVR?" asks Andre Fontana, regional VP of A3 Communications. "With hosted video, you have redundant and secure storage in the cloud, and video is available to use anytime, anywhere and for any purpose."

Each Jersey Mike's location has around six or seven employees – half being high school-aged. Johnson frequently uses his iPad and iPhone to monitor both stores via A3's cloud portal and look in on everything from sub-making efficiency, to proper use of the slicer, to customer flow, to whether or not employees are following health guidelines.

"I was driving with a colleague after we installed the system and jumped on my iPhone to check in on lunch hour traffic. One of the guys making subs didn't have his hat on. I immediately called the store and said, 'Hey, get your hat on!'"

Coaching moments like this occur from top to bottom. Jersey Mike's regional managers can login and help new franchisees analyze lunch traffic, provide efficiency tips to keep customers happy and even identify the most productive workers to fast-track them to manager.

And a side of security, please

With the cameras configured for motion and audio detection, hosted video works a 24-hour shift. A3's error checking system also regularly pings the cameras to ensure they are functioning. "I received an email alert at midnight with a video clip sent by A3," says Johnson. "It was of a police officer doing his rounds. His flashlight triggered the motion detection. While he obviously wasn't a threat, it gave me great peace of mind to know that everyone was doing their part: the local police, the cameras and our security partners."

Franchisee-tested, corporate-approved

Simple one-click set-up, remote accessibility, video quality and audio were the main reasons why the A3 hosted video offering was the first surveillance solution added to the corporate-approved list for franchise owners.

"Some of the Jersey Mike's locations only have DSL. But since we have the NAS device for high-quality, high frame rate video, that's plenty of bandwidth to stream a lower resolution and frame rate for operational monitoring," says Fontana. Following the success in Irmo, Fontana has approached many other Jersey Mike's franchise owners across the southeast to convert their existing analog system or install an all-IP system. "Store owners decide in 10-15 minutes if the hosted solution will work for them," explains Fontana. "I haven't had anyone say no."

Johnson echoes this sentiment, "For people who own multiple locations, this solution is fantastic."

