



### Leading Automobile Retailer Chooses Tyco Integrated Security for Outdoor Video Alarm Verification Pilot

**A leading U.S. based automobile retailer began a pilot with Tyco Integrated Security for Outdoor Video Alarm Verification for security guard replacement.**

#### **/ Situation /**

This car dealership is a good example of a decentralized customer. With no centralized security manager to own security for over 250 locations across the country, security programs and decisions were typically directed by General Managers and managed by Operations or Facilities at each location.

In early 2012, the Company reviewed security guard costs for each location, and determined that expenses were high, inconsistent, and in some cases, inefficient based on security needs. Interested in eliminating security guards in order to reduce costs, the customer hired a consultant for advice on the project, and at the same time approached Tyco Integrated Security with the opportunity.

At that time, Tyco provided the Company with intrusion detection and fire alarm systems to locations at the local level. The new solution required a great deal of integration for the multiple systems, and outdoor facilities present even further challenges.

**tyco**  
*Integrated Security*

## / Challenges /

Winning a managed services deal can require a great deal of research to overcome challenges. The Company's Risk Management team and Chief Purchasing Officer required Tyco to prove out the ROI. Not only did the customer want to reduce the cost of guards, but loss reduction, help with recovery, and the ability to conduct effective internal investigations weeks after an incident was also important.

Tyco spent a great deal of time working with the customer to understand their needs, educating them on the benefits of its solutions, and developing a solution that would work specifically to address their needs. Through Tyco's resources, it is able to provide its customers with a number of marketing resources, including case studies, interactive services marketing brochures and manufacturer documentation to help them understand the solutions and how they work in the market.

The collective team spent many months working to design a system that would address all of the Company's concerns and presented the customer with proof points about the system's capabilities and benefits. In one instance, team members recorded images onsite at night in order to demonstrate the high quality image output of the outdoor cameras.

## / Solution /

The solution that the Company ultimately purchased was Outdoor Video Alarm Verification with audio voice down. Tyco Integrated Security provided integration services for all systems.

### Product partners included:

**Optex** wireless photoelectric beams and wireless outdoor motion sensors to provide intrusion detection

**ExacqVision** network video recorders (NVR) to interface with our central station

**Axis Communications** 2mp and 5 mp video cameras (choice based on facility size and need)

**Digital Acoustics** IP audio voice down to allow operators to voice down into the facility using preapproved scripts

For more information call 1.800.2.TYCO.IS  
(1.800.289.2647) or visit [www.TycoIS.com](http://www.TycoIS.com).