DIGITAL WATCHDOG®

Sarnow Foods Gains New Perspective with Digital Watchdog®

The Customer

With humble beginnings in the Northeast in 1935, Arthur Sarnow, founder of Arthur Sarnow Candy Company, is credited as the first person to sell candy in movie theaters, peddling sweet treats to movie goers by walking up and down the aisles of Brooklyn theaters. Transformation took root and over the past 79 years, the company has become Sarnow Foods, a full-line, master distributor of candy, snacks, beverages, paper goods, janitorial supplies and coffee. Sarnow Foods services the United States with their own fleet of delivery trucks, tractor-trailers and vans, supplies products to theaters, vendors, office coffee services, parks, stadiums, prisons and other food service accounts.

Throughout the years, the operation has moved several times; and, once again in June 2014, they moved into a modern, 80,000 square foot, state-of-the-art facility that houses the distribution center, sales and corporate offices. The warehouse has 30 foot high ceilings and includes a 25 foot high by 15 foot wide freezer as well as 20 aisles with racks that run just about the length of the warehouse.

Sarnow Foods' warehouse benefits from the robust features of DW Spectrum™.

The Opportunity

With such a large facility, Sarnow Foods wanted to gain a handle on their business by monitoring shrinkage as well as observe overall employee performance, with special attention directed to the warehouse section of the new facility. At Sarnow Foods' previous location, the facility was only about 20,000 square feet and had little, if any, surveillance camera coverage. In fact, most of the cameras weren't even used.

The Digital Watchdog® Solution

GC Alarm/World Wide Security Group came on the scene to provide solutions to Sarnow Foods' surveillance needs. Seth Barcus, director of managed services, GC Alarm/World Wide Security Group, led Sarnow Foods through an extensive evaluation process that determined challenges

DWspectrum™ IPVMS

Key Features:

- 1080P Screen Recording
- Codecs & Streams: H.264, MJPEG, MPEG4
- Cross Platform: Linux, Windows and MAC clients
- Digital Zoom: Live and Playback
- Dual Stream Recording
- Fully Customizable Layouts
- Firmware Upgrade: Auto via FTP Server and Manual

DW Spectrum™ screen view

Blackjack Cube™
DW-BJCUBE

VMAX FLEX 16-Channel
DW-VF162T

DWC-MB721MTIR

DWC-MF21M4TIR

DWC-MV421TIR

DWC-B1367WTIR650

for this project including budget constraints, camera coverage of the length of the aisles and dealing with the long distance from the warehouse office to the main office that houses the IT closet. However, Barcus knew just the products for the job.

"As someone who has been selling Digital Watchdog since its inception, the reason I continue to do so is due to the amazing service and communication from Paladin Sales Group and their team as well as from Digital Watchdog," said Barcus. "None of our needs go unanswered and the level of customer support is unrivaled. I conveyed this to the client during the sales process."

Sarnow Foods quickly came onboard. Barcus knew that designing a hybrid solution that allowed for cost-effective 5-50mm analog cameras to be combined with vari-focal cameras for the warehouse and fixed cameras for the offices, a cost-effective solution could be installed, therefore, immediately dealing with the end user's budgetary concerns.

To ensure coverage of all aisles, the decision was made to install the following Digital Watchdog products for a true hybrid analog and IP solution:

- 18 MEGApix® DWC-MV421TIR cameras: two using audio in the employee kitchen and warehouse office

- 6 MEGApix DWC-MF21M4TIR IP cameras

- 2 MEGApix DWC-MB721MTIR cameras

- 16 Infinity™ DWC-B1367WTIR650 cameras

- 1 DW-VF162T VMAX FLEX 16-Channel DVR

- 1 BJCUBE9T Blackjack Cube™ Network Video Recorder

Ten cameras run to a 24-port gigabit POE switch in the warehouse office while pre-
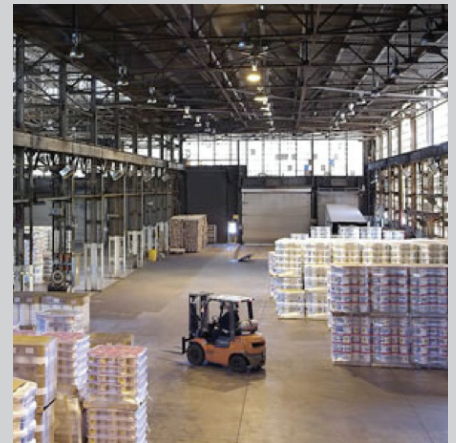
Sarnow Foods utilizes a new video surveillance system for their large facility.

terminated, multi-mode fiber runs to the main office. At the other side of the warehouse, there is 400 feet of fiber interconnected to a second 24-port POE switch in the main office with feeds from the remaining IP cameras, NVR and the DVR. Fiber ensured distance wasn't an issue for the installation.

"Fiber was truly the only way to go in terms of interconnecting the two drop locations," explained Barcus. "It was much easier than anticipated, helped keep costs down and allowed for an efficient end result."

USB extenders are used for the VGA as well as a wireless keyboard and mouse from DW Spectrum™ software to a 50" monitor in the owner's office enabling local monitoring. Additionally, the system is monitored from the director of operations' computer who also uses a 50" monitor. There are two office employees who are authorized to view the cameras from the outer doors periodically, and during off hours, three people are assigned to monitor the facility by viewing the cameras remotely on their laptops, iPads and iPhones.

A Viking intercom was also installed at the main and rear outer entries of the facility, in addition to a PA system throughout the interior of the warehouse.

Management at Sarnow Foods is pleased with their new system and have already witnessed a few occurrences that they had never seen before by using auto zoom and focus on the Digital Watchdog cameras to produce clear images. They are also pleased with the general usability of DW Spectrum software as well as the storage and mobile aspects of the system that allow the client to zoom in and out of the camera view at will.

While it's difficult to calculate the ROI, no problems have emerged with Sarnow Foods' new system; however, if problems do arise, Barcus is confident that Digital Watchdog will be incredibly responsive in quickly finding a solution.

"I constantly recommend Digital Watchdog and their products to my peers based on three characteristics – ease, efficiency and excellence," said Barcus.

Digital Watchdog® (DW) is committed to delivering complete analog and IP open platform video surveillance security solutions to its customers worldwide. DW® products are the easiest to install and manage in the industry. The company's production and quality control (QC) processes ensure usability and dependability. DW® provides the most robust video management system (VMS) on the market, DW Spectrum™, allowing customers to realize superior return on investment (ROI) in any vertical market and application.