

Shock and Awe

Video Surveillance System Keeps Eye on Lamborghinis, Maseratis, Ferraris

GLOBAL LUXURY IMPORTS

Global Luxury Imports is an independent luxury car dealership based in Burr Ridge, Illinois, a suburb of Chicago. A family-owned business, Global Luxury Imports specializes in late model, luxury and exotic cars, including Lamborghinis, Maseratis, Ferraris and Porsches. globalluxuryimports.com

There are car dealerships and there's Global Luxury Imports, an independent dealer of pre-owned, high-end vehicles located in the Chicago suburb of Burr Ridge.

"SHOCK AND AWE" is how co-owner Mutie Sughayar describes the impression the 60,000-square-foot facility makes on anyone walking in the door. The highly polished Lamborghinis, Maseratis, Ferraris and Porsches take your breath away.

"It's pretty unique," concedes Sughayar. "I've never walked into a dealership that's this elegant. It's a cool place to hang out. And it's a relaxed atmosphere. We don't hound people. Nobody feels pressured."

With its inventory of anywhere from 100 to 150 pre-owned luxury cars, a reliable video surveillance system was high on the priority list when Global Luxury Imports moved to its current, much larger location in November 2014.

Sughayar evaluated three video surveillance systems before opting for a March Networks solution from National Loss Prevention Solutions, a Chicago area security systems integrator and certified March Networks provider.

The system includes a 32-channel 8000 Series Hybrid Networked Video Recorder (NVR) and 25 March Networks CamPX MiniDome IP cameras. There's also a MegaPX 360 Indoor Dome in the dealership's 10,000-square-foot main showroom providing an overview of activity in all directions from the single camera.

Whether they're in their office, at home or on vacation, Sughayar and his partner wanted to be able to check in on the facility and make sure customers were being taken care of. Also, "if something goes wrong with a car, I can figure out what happened," Sughayar said.

Unlike most dealerships, Global Luxury Imports keeps its entire inventory indoors — protected from the elements and any passersby with malicious intent.



**“If something goes wrong with a car,
I can figure out what happened.”**

— Mutie Sughayar, Co-Owner, Global Luxury Imports

Ease of use and video quality figured prominently in Global Luxury Imports’ decision to go with a March Networks solution. Scalability was also a factor.

March Networks Command video management software is used to configure, manage and review video right from a browser-based client, eliminating the need to install and update software on individual PCs or Macs. When they’re away from the office, Sughayar and his partner also use March Networks Cloud, a remote viewing solution that allows them to review live or archived video from any iOS or Android device.

To ensure optimal system performance, Global Luxury Imports entered into a managed services contract with National Loss Prevention Solutions (NLPS).

“That way, they can focus on selling cars and not have to worry,” said Dave Floyd, president, NLPS. “If they have a camera that fails or any other problem with the system, we get an alert and go out and fix it. We also manage all user accounts for them.”

Global Luxury Imports serves a high-end clientele, including prominent athletes like current and former Chicago Blackhawks stars Ray Emery, Dave Bolland, Bryan Bickell, and Marian Hossa. Photographs and detailed descriptions of the cars in inventory are on the dealership’s website, allowing buyers near and far, including hockey players with the New York Rangers and Florida Panthers, to select a dream car online and conclude a transaction on the phone.

However, for buyers who take pleasure in caressing the leather and looking under the hood, the “shock and awe” showroom is the place to be.

While the business caters to the rich and famous, Global Luxury Imports is also known in the Chicago area for its philanthropy and hosts receptions in its showroom for the charities it supports.

“We’re involved with the Wellness House in Hinsdale, a charity that assists individuals living with cancer,” said Sughayar. “We also host the largest private food drive in Chicagoland benefiting the Greater Chicago Food Depository. The showroom is a great place to mingle and hang out. We have a large kitchen that accommodates caterers, and the cars are a real attraction.”

Surveillance cameras are installed in the main showroom, an adjoining 40,000-square-foot space where most of the cars are on display, in the wash bay and service area, and around the exterior of the building.

Video clips from external cameras have provided valuable evidence for several police investigations. In one case, the system was able to capture the license plate of a car passing by the dealership that was suspected of involvement in a theft. In another case, police reviewed video from an external camera to obtain the license plate of a truck involved in a theft at a neighboring business.

Sughayar and his partner haven’t had to deal with any missing Lamborghinis, but in the unlikely event of a theft or vandalism, high definition video would

be available to identify the culprit.

National Loss Prevention Solutions is a big fan of March Networks technology. A certified provider since 2010, the security systems integrator delivers managed services for some 500 quick serve restaurants equipped with March Networks systems.

“March Networks is all we do in terms of video surveillance,” said Floyd. “We like their system reliability, ease of use and the ability to mix old and new components. If I have a customer that has a legacy system, I can install new equipment and software that’s backward compatible. It gives our customers more value and frees them from having to swap everything out every few years.”

When Global Luxury Imports came calling, National Loss Prevention Solutions didn’t hesitate to recommend March Networks technology.

“We were up against some pretty stiff competition, but we out-wowed them,” said Floyd. ▼

NATIONAL LOSS PREVENTION SOLUTIONS INC.

National Loss Prevention Solutions Inc. is a Chicago-based security systems integrator and March Networks certified provider specializing in security and loss prevention solutions for the retail sector. Founded in 2004, the company provides point-of-sale, video analytics and video integration, 24/7 monitoring and structured cabling services. www.nationallps.com