

# case study



## Retail Store Gains Increased Security—and Marketing Effectiveness—with Honeywell's Remote-View App

Stampede Tack & Western Wear, located in Cloverdale, British Columbia, has been outfitting horse and rider since 1966. Stampede Tack offers saddles, tack and horse care products, as well as hats, cowboy boots and western apparel. Today, the store has more than 3,000 pairs of boots in stock, which generates the majority of sales. The store offers a wide variety of boots and apparel ranging from traditional cowboy wear to more trendy designs, and to keep pace with the growing popularity of

motorcycles, the company has added leather gear to its Iron Horse Department.

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## The Situation:

"With a retail area covering 10,000 square feet, we have space to carry a big inventory," said Kevin Mykle, manager of Stampede Tack. "We have boots that cost as much as \$900 and saddles that are worth \$3,500, so we want to make sure those assets are protected." Mykle says that although his staff members are extremely customer-service oriented and pride themselves on their ability to provide individual attention to shoppers, it's not possible for them to be everywhere at once, so the store suffers its share of shoplifting. "We like to keep our eyes open, to guard the merchandise against occurrences that might happen," he said. "We wanted a video surveillance solution throughout the store to help us achieve that."

In addition to housing the retail space, the building also incorporates a huge warehouse, which could present a prime opportunity for major theft. Because the store is located in an historically low-crime area, during most of its history it has remained free from burglaries—yet in the past year the site experienced its first break-in. From that incident, store owners discovered it was crucial to share video evidence with the police to aid in their investigation and increase the chances of recovering stolen merchandise, and they asked Surrey-based Panarama Technologies, Ltd. for help.

## The Solution:

Stampede Tack has relied on Panarama Technologies for their security needs ever since the store first installed a system years ago that backed up surveillance video on VHS tapes. As knowledge in the industry has evolved, the security integrator has been meticulous in helping the store owners stay up to speed with all the advancements of technology.

### For more information:

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Honeywell Systems

2700 Blankenbaker Pkwy, Suite 150

Louisville, KY 40299

1.800.796.2288

[www.honeywell.com](http://www.honeywell.com)

In addition to adding new cameras throughout the store, they introduced Mykle and his staff to Honeywell's new HRDP H.264, a digital video recorder with web-enabled remote viewing software that enables the manager to check in on things from anywhere using his computer, his cell phone, or his Apple® iPod®. After downloading the free Honeywell Remote-View app from the Apple iTunes® store, Mykle simply clicks on the icon to instantly see live video feed from all sixteen cameras in the store.



When Panarama first recommended Honeywell security products, Mykle was skeptical: "We knew Honeywell is a large player in the security business, but we wondered what they could do for us—I was thinking they might be great for huge warehouses or military installations, but what about my small retail store?" He was pleasantly surprised. "Here we are, doing things with our security cameras and our DVR that we never even dreamed were possible."

## The Benefits:



From the user's standpoint, the Remote-View app has enhanced the value of the security system and increased the effectiveness of employees. "If an alarm goes off at 2:00 in the morning, it's nice to have that quick little look from home and see exactly what's happening in real-time," said Mykle. And when it comes to using the cameras on a daily basis for more than just security purposes, he said it seems the uses are endless. "We've had situations at the counters where a customer will have a problem and we're able to go back and find the video and get the issue resolved quickly. It's really quick and easy to go back on the DVR and look it up."

In addition to the security side of things, another benefit they're planning to explore in the future is using the Honeywell cameras and DVRs to help with increasing their marketing and sales effectiveness. Mykle is already making plans to use footage of the store to see where people are shopping. When shoppers come in, he wants to know which way they're turning first and what they're looking at. More than just preventing shoplifting, he's planning to use the system to track patterns with regard to the store layout and use that information to boost sales.

## The Products:

- Honeywell HB70 Cameras
- HRDP H.264 Digital Video Recorder and Remote-View App



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