



Dunkin' Donuts®: A “Slam Dunk” for Security

Keeping Cash Secure

As President of Great American Donut, Inc. – a franchise of 26 Dunkin' Donuts stores in the Hartford, Connecticut area – Scott Fanning will tell you that when running a cash-based business, security alone is not enough. To be effective, it has to be the right kind of security.

Fanning's business has been growing rapidly over the past five years and as he has continued to expand, he has learned a lot of lessons about the “wrong kind” of security. For example, according to Fanning, “old video or VCR systems that are difficult and cumbersome to use aren't effective.” And he points out that “the number one issue is that the security system has to be connected with the cash registers” to be able to more easily measure profitability and specific incidents of loss.

Roger Spurr, head of Business Machine Sales and Service, LLC, the company that maintains Fanning's security systems, adds that “loss prevention is all about pinpointing areas where someone is most vulnerable” and “being able to organize visual data to do searches for specific point of sale activities” such as cash register rings.

Keeping Customers Happy

According to Fanning, the right security system also does more than track instances of theft or misconduct. It enables managers to better understand what's happening in their specific stores, so that problem areas can be easily identified and rectified.

“Dunkin' Donuts has specific standards that our stores must meet in order to ensure the highest levels of customer satisfaction,” states Fanning. He explains that the ideal security system enables managers to better meet these types of standards, by allowing them to easily monitor everything from the quality of their bagels to the cleanliness of their employee uniforms.

Remote Eyes Does the Trick

Fanning and Spurr found what they were looking for in Remote Eyes® from Odyssey Technologies, a totally flexible video surveillance technology that ties together security and point of sale activities via one easy-to-use Internet-based system. “We try to provide an environment where we take temptation away from people, and we're able to do that more easily with Remote Eyes,” states Fanning. According to Spurr, “The whole idea of a cash register is to register the money coming in, which makes that part of Remote Eyes dovetail nicely with the security side of things.”

In addition, Remote Eyes is ideal for franchise operators like Fanning because users can monitor numerous locations in real-time with a number of highly intuitive viewing options. And later, recorded data can be easily researched based on specific keyword searches or time and date criteria. “It’s not just about loss prevention, although that is important,” states Fanning. “For example, you could easily view your stores at a specific time, say, 7PM, and see what the retail environments look like to make sure they’re up to standards.”

In addition to flexible monitoring capabilities, Remote Eyes gives data new meaning with simple research and reporting tools, so that related point of sale information can be easily “mined” for both financial reporting and security-focused research. “For example, we can take the information that was recorded, move it into a data file and then easily go back and see sales that were less than a dollar – to see if the transactions may have been conducted improperly,” explains Spurr. Fanning adds, “With Remote Eyes, we can easily drill down into very specific data – such as voids, the over use of discount keys, under-ringing, etc.”

Perhaps most importantly, Remote Eyes gives both employees and managers a greater sense of security. Whether monitoring break rooms or cash registers – instances of theft, harassment or other potentially harmful activities can be more easily mitigated and hopefully avoided. And data is protected through proprietary encoding, ensuring that it meets stringent court requirements during any necessary investigative proceedings.

“The Remote Eyes team is also quite responsive,” adds Spurr. “For example, we once had an issue the other day when we didn’t fully understand how to use part of the system, and Remote Eyes was on site the next day to help us figure it out.”

Payback – It’s All Dollars and Sense

“Loss prevention is extremely important to our business,” states Fanning. “With Remote Eyes, we estimate that the payback will probably occur in about a year. When you look at what this means in terms of both cost savings and the potential recovery of lost sales, you can see why this kind of system is key.”

“We recommend Remote Eyes to a lot of our clients,” explains Spurr. “It can definitely help sales increase. For example, in another franchise that we work with, Remote Eyes led to an increase of \$2,000 in sales in just one week.”

The Sweet Smell of Success

In Fanning’s stores, the sweet smell of success can be linked to the basics – taking care of customers and keeping stores operating efficiently. With Remote Eyes, he expects that scent to grow even stronger.

For more information about Remote Eyes, visit www.remoteeyes.com or call 888-291-6379.