



C-Store Savvy Wins Sale



&C ENTERPRISES OPTS FOR TAILOR-MADE CONVENIENCE STORE SOLUTION

When petroleum marketer and convenience store chain E&C Enterprises, Inc., embarked on a search for a new video surveillance system, the combination of a C-store savvy systems integrator and March Networks™ 3000 Series DVRs stood out from the competition.

E&C Enterprises emerged as a major regional player in the Washington D.C., Maryland and Virginia markets in June 2004 following its acquisition of 64 gas stations and convenience stores from Crown Central Petroleum Corp.

With a total of 76 locations and plans for an aggressive growth strategy, the company has been busy upgrading its technology infrastructure and security systems.

A wide area network, point-of-sale (POS) system and a networked digital video security solution were high on its priority list.

E&C's David Raidman, who looks after maintenance and technology for the company, evaluated several DVR systems before awarding the business to March Networks Certified Solution Provider Staunch Security of Crofton, Maryland. "Staunch Security president Steve Lary and his team are extremely knowledgeable about our industry," says Raidman. "The petroleum marketing and convenience store business is very different from your typical retailer. Their knowledge and experience really impressed me."

The March Networks 3000 Series DVR proposed by Staunch met all of E&C's requirements.

"It mounts to a wall so it doesn't take up a lot of space, the software is easy to use and it has the functionality we need," says Raidman.

POS systems

Another key requirement was the ability to integrate with multiple POS systems.

A veteran of the convenience store business, Raidman recalls how he used to investigate incidents before the advent of DVRs with POS integration.

"I used to sit there with rolls and rolls of receipt tapes trying to match up items from the tape with video from the VCR. With the March Networks system, you can see the products going across the counter and you can see what's being rung up. It's all there right in front of you and you can do searches on voids or no-sales. It's ideal."

E&C began testing March Networks DVRs in June 2005 and completed its rollout to all 76 locations early this year. The stores range in size from kiosks to full-size locations of up to 3,500 square feet (325 sq m), and market a variety of petroleum brands.

The eight-channel 3000 Series DVR is ideal for most locations, but larger stores, particularly in high-crime areas, have been equipped with 16-channel 4000 Series DVRs.

Raidman and other members of E&C's leadership team in Woodbridge, Virginia, 20 miles (32 km) south of Washington D.C., are able to view live or archived video from all of the stores over the company's WAN.

Marketing staff and department heads were quick to recognize the benefits of using the system for their own purposes.

Marketing application

"They can look at promotions and signage and make sure items are on the shelves," notes Raidman. "There are a lot of things they can use it for – they definitely see value in it."

The very first March Networks DVR system the company installed was instrumental in resolving the disappearance of a sum of money from a store manager's office.

"The district manager said 'let's go and look at the video' and, sure enough, you could see someone clear as day walking in, grabbing the money and putting it in his pocket."

The thief was a technician who had been working on some equipment in an adjacent room. His employer promptly reimbursed E&C and charges were laid.

Convenience stores face a number of security and liability risks, including robberies, 'slip

E&C Enterprises

E&C Enterprises, Inc. (www.eandc.net) is a petroleum marketer and convenience store chain with 76 locations in Washington, D.C., northern Virginia and Maryland. The company, based in Woodbridge, Virginia, was founded in 1991 by Hossein Ejtemai and Julio Carnejo and has more than 600 employees.

at the fast food restaurant across the street, we discovered that the individual had been in there spraying water all over herself." E&C stores are all equipped with fixed and mobile panic alarms which will allow staff to alert local law enforcement agencies in the event of a robbery. A DVR-alarm panel integration tags the video and allows E&C management to quickly access the evidence they need.



and fall' claims and customer complaints about being shortchanged.

Raidman has seen more than his fair share of bizarre incidents over the years. In one recent case, a customer complained that a faulty nozzle had sprayed her with gasoline.

"We went out and tested it and couldn't find a problem, but when we questioned employees

Staunch Security

Staunch Security (www.staunchsecurity.com) is a systems integrator specializing in CCTV surveillance, access control, and alarm systems for the retail sector. Based in Crofton, Maryland, the company sells, installs, maintains and monitors security systems. To contact a sales representative, please call 410-451-6350 or email slary@staunchcorp.com

To help resolve customer complaints relating to cash transactions, E&C uses tiny lipstick cameras positioned directly over the POS terminals.

"They're fantastic," says Raidman. "You can see right into the till, and you have a visual record of each transaction, including the money that changed hands."

The March Networks DVRs replaced an aging VCR system that provided poor video quality and inadequate storage.

Set to record on motion, the DVRs will provide E&C with a minimum of 30 days of archived video.

"The March Networks system has dramatically improved our ability to protect our staff and provide video evidence of incidents in our stores," says Raidman. **