

Safety First

Oregon Convenience Store Chain Selects 3000 Series DVR System for its Footprint, Design and Engineering Excellence



Kurt Straube, shareholder and operations manager of the 43-store Dari Mart convenience store chain based in Junction City, Oregon, began researching the DVR market more than four years ago, but decided to delay a buying decision until the technology was more mature.

“Either the DVR industry wasn’t ready for us or we weren’t ready for it, so we took a wait and see stance,” says Straube.

“We researched many vendors, requested information about their products, and eventually brought in six different trial units to get a hands-on feel for each of them.”

The exhaustive search for the right system finally came to an end in May 2005 when

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Daniel Dundon
Network Engineer, Dari Mart Stores, Inc.

Dari Mart management discovered the March Networks™ 3000 Series DVR system at NACSTech, the National Association of Convenience Stores’ annual technology show in Nashville.

Dari Mart network engineer Daniel Dundon, a self-confessed “engineering geek,” was immediately sold on the design and footprint of the wall-mounted unit.

Noting that convenience stores don’t have a lot of space, Dundon says, “Some of the other DVRs we looked at were four or five times bigger and required a special cabinet to lock them up.

“The March Networks 3000 Series DVR is designed to be mounted on a wall and is equipped with a lock, so no one can play with it. It runs cool. It runs quiet. It records up to eight cameras, it can be integrated with alarms and it supplies power to the cameras.”

Dundon was impressed with the system from the start and became even more of a fan once he had an opportunity to evaluate a trial unit.

Top-notch software
“Many DVR vendors have great hardware,

but their software leaves a lot to be desired. March Networks software was top-notch and it was easy to use. We have people here who aren't very comfortable with computers. The March Networks interface made it easy. It was very intuitive. As an engineer, I was very impressed."

Some of the other systems Dari Mart had looked at couldn't be configured remotely and weren't built to operate on a WAN.

Dari Mart's 43 stores are spread out along an 80-mile (130 km) stretch of Oregon's picturesque central Willamette Valley, from Albany in the north to Cottage Grove in the south.

The largely agricultural region boasts a low rate of crime, but incidents do occur.

"We purchased our first VCR-based recording system in 1992 following a violent robbery that got some of our people hurt," recalls Straube. "We decided as a result of the incident that we were going to do whatever was necessary to protect our staff, so we put recording systems into all of our stores and took several other security measures."

Until the transition to DVRs is complete, daily tapes from the stores rotate through to head office in Junction City, where they are stored for 30 days and made available to the company's security officer for review and investigation.

"We are looking forward to being rid of this storage and management headache," Straube remarks. "This is one job that our staff will be glad to give up."

Point-of-sale

Point-of-sale (POS) integration capability was one of Dari Mart's requirements from the beginning.

"With our VCR system, it could take hours or even days for our security officer to find a single event," says Straube. "With POS integration, it will be a lot easier because he'll be able to search on specific transaction codes."

Regional supervisors and the security officer at head office have access to the video over the company's WAN. Set to record on motion detection, the system has delivered up to 46 days of storage on an internal 300 GB hard-drive. That's with most cameras recording at 4 frames per second and one cranked all the way up to 30 fps "to see what it can handle," says Dundon.

"We've been operating convenience stores for 40 years and have had a few serious crimes committed in our stores," observes Straube. "We have made a concerted effort to put our security systems right in the face of people walking into our stores.

"Three quarters of our employees are females between the ages of 20 and 40, so we have a special responsibility to provide for their safety."

Monitoring signs are posted prominently throughout the stores and all employees are provided with panic alarms to alert local law enforcement in the event of an incident.

"We are doing everything we can to warn people that if they are going to come into one of our stores with the intention of causing trouble, there's a very good chance we're going to have everything documented." 🌟

Huser Integrated Technologies

Huser Integrated Technologies

(www.huserintegrated.com) is a security systems integrator and March Networks

Certified Solution Provider based in Portland, Oregon. Established in 1948, the company sells, installs and services a full range of security systems, including CCTV, access control and photo badging systems. To contact a sales representative, please call 1-877-516-3558 or email info@huserintegrated.com.

Dari Mart

Dari Mart (www.darimart.com) is a 43-chain, family-owned convenience store chain, serving Oregon's central Willamette Valley. The Gibson/Straube family launched the Dari Mart convenience store business in 1965 to establish a market for its Lochmead Dairy milk and ice cream products. Other family-owned operations include a milk pasteurizing plant, an ice cream production facility, a 1,200-head dairy herd, 4,000 acres under cultivation and a peppermint oil distillery.

