



## Pizza Chain Leverages Video for Operational Excellence

**SOME RESTAURATEURS THINK OF VIDEO SURVEILLANCE** strictly as a tool to investigate incidents of theft and other risks such as slip and falls, but Hideaway Pizza, a 12-restaurant chain based in Tulsa, Oklahoma, thinks of video surveillance more as a critical enabler of operational excellence.

Deterring and minimizing losses due to theft impacts the bottom line, but the true success of a restaurant has a lot more to do with the performance of the kitchen and wait staff, their interaction with customers and the quality of the food.

With that in mind, Hideaway Pizza equips a typical restaurant with up to 25 cameras covering the front of the house, the kitchen, cash drawers, bar area, entrances, exits and parking lot — “pretty well every nook and cranny,” notes Tyson Smith the chain’s IT director. ▶



Using video surveillance as a management and training tool can definitely contribute to a restaurant's success, but only to the extent that the video surveillance system itself is reliable and easy to use.

According to Smith, Hideaway Pizza had the right idea, but was hampered by the deficiencies of its Windows-based technology.

Video wasn't recorded during updates of the Windows operating system, there was a limit to the number of users who could log on to view video at one time, and it was impossible to manage the recorders from a central location. Even more troublesome, "the systems would be down and we wouldn't know why," said Smith. "There wouldn't even be an alert. Managers would have to call and say 'My cameras aren't working,' and we'd have to deploy someone to the site to try to figure out what was going on."

Smith experienced the same deficiencies while serving as an IT director overseeing his previous employer's video surveillance system.

"We deployed March Networks® video surveillance systems there," he noted. "It really helped to overcome the issues we had with Windows machines. When I joined Hideaway Pizza, they had the same issues, so I felt strongly that March Networks was the way to go once again."

The company's 8000 Series hybrid recorders had just been unveiled and were deemed to be a perfect fit, given Hideaway Pizza's mix of analog and IP cameras.

"We're deploying March Networks MegaPX WDR MiniDome cameras in our newest restaurants and we're replacing the recorders that are getting old and breaking down," said Smith. "We have analog cameras in our older locations, so the hybrid recorder gives us a really good platform for both instances."

The March Networks 8532 Hybrid NVRs accommodate up to 32 IP cameras, 32 analog cameras or any combination of the two. It features onboard video storage of up to 12 TB and offers end users the option of hard disk mirroring for redundant storage.

"One of the things I like best about March Networks' video surveillance systems is that they're Linux-based," said Smith. "Linux is a very trusted operating system that doesn't fail."

Hideaway Pizza uses March Networks' Visual Intelligence software suite and the powerful Enterprise Service Manager for remote management and resource optimization.

Store managers have access to video from their restaurant, regional managers have access to the locations for which they're responsible and head office executives have access to all of the restaurants. ►

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— Tyson Smith  
IT Director, Hideaway Pizza



The system gets a lot of use.

"It's like instant replay in sports," said Smith. "If we can help our team members improve how they serve guests, it's better for everyone."

"We can see the food being prepared and going up to the window and we can see how long it sits there before it gets delivered to the table. If a customer complains that their food was cold, we can tell if the customer is correct."

"We have cameras throughout the front of the house covering all the tables so we can see the servers deliver their orders. We can also investigate customer incidents such as slip and falls."

Cameras cover back doors and parking lots, the manager's office and the bar area where they can be used to investigate any incidents involving alcohol.

As for archiving, "we try to shoot for 30 days storage, but most of our March Networks sites are getting 60 days, while some go up to 100 days. Newer sites are being equipped with four 3 TB drives for total onboard storage of 12 TB."

The extra storage is required to accommodate the very large files, but it's worth it considering the exceptional quality of the IP video, said Smith. "The difference is like day and night."

Smith credits March Networks Certified Solution Provider SageNet LLC of Tulsa for helping Hideaway Pizza with the transition to a more reliable video surveillance platform.

"We've had great support along the way and have had no real issues. The systems are performing exceptionally well." ▼

## SAGENET

SageNet, based in Tulsa, Oklahoma, with offices in Oklahoma City, St. Louis, Missouri, and Atlanta, Georgia, specializes in the design, deployment and management of mission-critical network infrastructure. Established in 1998, the company focuses on providing customers with a full range of network-centric consulting, systems integration, and network management services. SageNet's expertise spans a wide spectrum of skill sets and technical competencies, including network design and installation, network management, multi-site network rollouts, PCI compliance support, nationwide break-fix maintenance services, structured cabling, storage and backup systems, VoIP systems, and more.

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## HIDEAWAY PIZZA

Hideaway Pizza is a growing and vibrant company founded in 1957 in Stillwater, Oklahoma. Founder Richard Dermer's simple but effective philosophy was that making employees happy at their work and providing great food would make for happy workers AND customers. In the early 90s, the Dermers gave their blessing to a small group of former managers to open the first Hideaway Pizza outside of Stillwater. Today, there are 12 Hideaway Pizza restaurants in and around Tulsa and Oklahoma City. [www.hideawaypizza.com](http://www.hideawaypizza.com)



*Up to 25 cameras cover the dining area, kitchen, cash drawers, bar area, exits, entrances and parking lot in a typical Hideaway Pizza restaurant.*