

Super-Sized C-store Opts for POS Integration

Video
Surveillance
System
Zeros in on
Suspicious
Transactions



The CENEX gas station and C-store in Tioga, North Dakota, isn't your typical, neighborhood gas station and convenience store. Located in the heart of the mid-West state's Bakken oil boom, this gas station and C-store is a super-sized 36,000-square foot (3,345-square meter) behemoth with 11 fuel islands and 22 pumps dispensing gasoline and diesel.

In addition to filling up on chips, chewing gum and chocolate bars, customers can chow down in a restaurant, buy groceries, get a haircut and shop for clothes and hardware supplies. There's even a business center with a conference room for a quiet place to meet and strategize.

Since 2011, the population of once-sleepy Tioga has gone from 1,100 to over 5,000, said C-store manager Mike Becker.

With new fracking technology boosting oil production to well over 700,000 barrels per day and workers and oil field companies pouring into

Tioga, Farmer's Union Oil in Stanley, 30 miles to the east, seized the opportunity to serve the needs of the area's growing population.

A groundbreaking ceremony was held in September 2012 and, by April 2013, the gas station and C-store were open for business.

Recognizing the risks as well as the rewards of doing business in a boomtown, Farmer's Union Oil turned to March Networks Certified Solution Provider Dakota Security for a video surveillance solution capable of minimizing shrinkage.



“We wanted to be able to check on voids and other suspicious transactions because point-of-sale fraud is common in our industry and March Networks’ Retail Transaction Investigation software was a way for us to monitor that.”

— Mike Becker
C-store Manager

“Dakota Security is pretty prominent here in the mid-West,” said Becker. “They provide security for a wide range of businesses – from banks to grocery stores – so I knew I could count on them for a video surveillance system that would meet our needs.”

The two major requirements specified by the customer were high-definition IP video and an integration with its Passport point-of-sale technology, recalled Dakota Security account manager Steve Byrd. March Networks’ hybrid recorders and Retail Transaction Investigation (RTI) software were a perfect fit, allowing

store management to zero in on suspicious transactions and immediately click through to the corresponding high-definition video.

“Three different integrators competed for the business, but we built a good relationship with them and won the business,” said Byrd. “We started off by specifying March Networks’ 4000 Series units, but bumped them up to the new 32-channel 8000 Series NVRs which were introduced just as we were getting ready for the install.”



Farmers Union Oil of Stanley

Farmers Union Oil of Stanley is a cooperative based in Stanley, North Dakota, 30 miles east of Tioga. It operates a variety of businesses serving the agricultural community in addition to its gas stations and convenience stores.

CENEX gas station and C-store is a super-sized 36,000-square foot (3,345-square meter) behemoth with 11 fuel islands and 22 pumps dispensing gasoline and diesel.

With five checkout counters, 75 employees and untold potential for point-of-sale fraud, a video surveillance system with integrated retail transaction investigation software was critical.

"We wanted to be able to check on voids and other suspicious transactions because point-of-sale fraud is common in our industry and March Networks' Retail Transaction Investigation software was a way for us to monitor that," said Becker. "It also allows us to investigate customer complaints. I get a report listing all the void transactions and I can click through to view the actual receipt, along with the corresponding video. It's a real time-saver. I can go through 30 or 40 void transactions in a matter of minutes."

The gas station and C-store are equipped with a total of 45 Axis IP cameras covering the five checkout counters and sensitive areas within the store, including exits and entrances, as well as the perimeter of the property and all 22 gas and diesel pumps. March Networks has its own complete line of IP cameras, but its recorders are compatible with a wide range of third-party devices, offering end users like Farmers Union Oil more choice.

Drive-offs at the pumps aren't a concern because customers are required to pre-pay for fuel, but "we wanted video surveillance at the pumps to provide us with evidence of any damage that might be caused by customers driving off without removing the hose from their tank," said Becker. "We can track down a customer and get him to pay for the damage by retrieving the license plate number from the archived video."

The March Networks' 8000 Series Hybrid NVRs acquired by the customer offer industry-leading reliability thanks to their embedded Linux operating system that allows them to operate in a virtually virus-free environment and without the need for annoying operating system updates. Each recorder accommodates up to 32 IP cameras and boasts onboard storage of up to 12 TB with optional hard drive mirroring capability for redundant storage.

An internal battery backup guarantees systematic shutdowns in the event of power



Assistant Store Manager TJ Cornett, left, and Marketing Coordinator Sam Fredin reviewing video from March Networks surveillance system.

losses, a built-in firewall keeps intruders out and real-time health monitoring makes sure the entire video surveillance system is always running optimally.

In addition to RTI, the March Networks' Visual Intelligence software suite selected by the customer includes a Live Monitoring Console which allows for the display of up to 36 live video feeds per monitor, Evidence Manager software for case management and an Administrator Console for centralized system management.

Dakota Security recommended a March Networks solution because of its experience deploying the company's video surveillance systems to banks and credit unions throughout the mid-West, said Byrd.

"We were familiar with March Networks' transaction investigation capability and were confident that the 8000 Series recorders and the Visual Intelligence suite would be a great fit for Farmers Union Oil."

Within the first month or month and a half following the installation, the system had already supplied evidence that led to the successful investigation of several incidents, said Byrd. ▼



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