

## Challenge

Deploy an HD surveillance system to secure the dealership, protect assets, ensure employee accountability, and reduce liability costs associated with damaged vehicles.

## Solution

Trend Motors Ltd. seamlessly manages the Avigilon HD Surveillance System using Avigilon Control Center Network Video Management Software (NVMS) with HD Stream Management. The dealership installed 5MP Avigilon HD cameras to monitor the exterior of the property, including entrances and exits, a storage area, and the employee smoking area. Trend Motors Ltd. also installed several Avigilon Analog Video Encoders to enhance the performance of its analog cameras, which cover the service bays, showroom, storage room, and customer lounge. Storing up to four weeks of footage, users monitor the Avigilon HD Surveillance System from their desktops.



## Benefits

The Avigilon HD Surveillance System has proven to be a great business tool, delivering a strong return on investment by reducing the time required to investigate an incident and reducing liability costs. Before installing the Avigilon HD Surveillance System, the dealership was paying more than \$1000 monthly on repairs that resulted from unclaimed damage. Trend Motors Ltd. also leverages the footage to resolve employee productivity concerns, customer service issues, and protect assets to achieve further operational efficiencies and cost savings. Local law enforcement officials also leveraged Trend Motors Ltd.'s Avigilon HD Surveillance System in the successful investigation of an incident at a neighboring business.

- *Protect assets*
- *Leverage existing infrastructure*
- *Reduced liability costs*
- *Incredible image quality*



## Trend Motors Ltd. Volkswagen Deploys Avigilon HD Surveillance System to Protect Assets and Reduce Liability Costs

As one of the largest Volkswagen dealers in the United States, Trend Motors Ltd. in Morris County, New Jersey, employs more than 50 full and part-time staff to service the more than 500 customers that visit the dealership each month. With monthly sales of more than 150 new and pre-owned vehicles, Trend Motors Ltd. has an extensive showroom, a 13-bay service center, a parts inventory worth more than \$250,000, and a retail boutique located in an 18,000 square foot building on a two acre lot. To secure the dealership, protect assets, ensure employee accountability, and reduce liability costs associated with damaged vehicles, Trend Motors Ltd. chose to deploy the Avigilon HD Surveillance System for maximum coverage of the entire site.



## Raising Accountability to Reduce Costs

Like any successful business, Trend Motors Ltd. is focused on delivering excellent customer service above all else. **“We have a strong sales and service team, but with limited space, we have to maximize every square inch to accommodate all our customers and their vehicles,”** explained Adam M. Greene, president of the new Trend Motors Ltd. Volkswagen. As a result, there is more opportunity for accidents as vehicles are being moved around the lot. With so much activity on site, it is not uncommon for customers and even employees to accidentally dent car doors or back into other vehicles and buildings. **“Before installing the Avigilon HD Surveillance System, we were spending over \$1000 a month on repairs that resulted from damage that no one would take responsibility for—a cost to our business that I simply could not justify.”** In addition, Greene’s team knows that he can now easily identify individuals and events which has raised everyone’s level of care.



## Avigilon Outperforms the Competition

With the goal to raise accountability and reduce liability costs, Trend Motors Ltd. decided to deploy a high definition surveillance system for maximum coverage of the entire site. With the assistance of the security experts at Ultimate Security Systems, a provider of surveillance system design, installation, and service, Trend Motors Ltd. evaluated solutions from a couple of vendors, but ultimately selected the Avigilon HD Surveillance System. **“We chose the Avigilon HD Surveillance System because it delivered substantially more features and was even more cost-effective than the competition,”** said Greene.

Greene seamlessly manages the Avigilon HD Surveillance System using Avigilon Control Center Network Video Management Software (NVMS) with HD Stream Management, which was built from the ground up to manage HD surveillance video. The dealership installed 5MP Avigilon HD cameras on the exterior of its building to monitor the entire property, including entrances and exits, storage area, and employee smoking area. Trend Motors Ltd. also installed several Avigilon Analog Video Encoders to enhance the performance of its analog cameras, which monitor the service bays, showroom, storage room, and customer lounge. Storing up to four weeks of footage, Greene and his general manager monitor the Avigilon HD Surveillance System from their desktops.

## Surveillance as a Strategic Business Tool

“Initially, our goal was to use the Avigilon HD Surveillance System to capture accurate detail regarding vehicle and property damage, assign accountability for quick resolution, and reduce liability costs to save money,” explained Greene. “After installing the system, we realized that we hadn’t fully anticipated all the possible uses.” According to Greene, the Avigilon HD Surveillance System has proven to be a strategic business tool, helping to improve business processes. For instance, Greene can use the footage to resolve employee productivity concerns, customer service issues, and protect his assets to achieve greater operational efficiencies and cost savings.



*“The Avigilon HD Surveillance System is not just a point-and-shoot camera system – it offers many excellent features that improve investigative success.”*

## Dumpster Case Solved

Trend Motors Ltd. has been very impressed with the innovative features that come with the Avigilon HD Surveillance System, including Avigilon Control Center's advanced management tools that facilitate positive identification. **"The Avigilon HD Surveillance System is not just a point-and-shoot camera system – it offers many excellent features that improve investigative success,"** claimed Greene. For instance, Greene leveraged the system's zooming capabilities to positively identify a commercial truck that was caught discarding waste in the dealership's dumpster. Greene was easily able to set the motion to focus on a certain area—in this case, the gate to the garbage area—and zoom in on the truck to identify the company name. **"The next morning, we reported the incident to local law enforcement and handed over the footage, which quickly lead to an investigation, and ultimately conviction."**

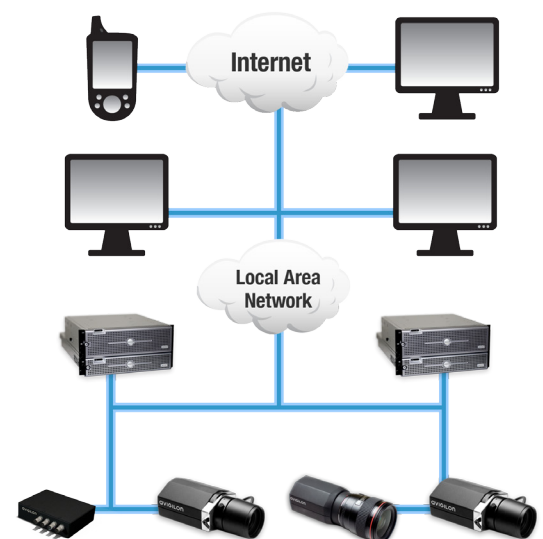


## Facilitating Investigations

With a successful investigation and conviction accomplished, Trend Motors Ltd. was able to recoup the cost of having to pay to unload the dumpsters and was able to resolve the issue in minutes instead of days. **"It took me less than twenty minutes to pinpoint the detail needed for positive identification—I didn't have to spend hours of valuable time going through the footage,"** said Greene.

The local police department has also leveraged Trend Motor Ltd.'s Avigilon HD Surveillance System to solve other cases of crime in the community. **"Not long after we had the system installed, the police asked if they could review footage of an incident that occurred at the business next door,"** explained Greene. In this case, the police quickly found the evidence they were looking for and proceeded with a successful investigation.

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## Designed to Achieve Maximum Coverage

Trend Motors Ltd. had the Avigilon HD Surveillance System installed during the building's reconstruction, making the installation process straightforward and trouble-free. "The team at Ultimate Security Systems prewired the system before the new building was erected and patiently worked with us to design a system that would achieve maximum coverage," noted Greene. "We were very pleased with their training and support."

## The Bottom Line: Time is Money

For a business owner like Adam M. Greene, achieving a solid return on investment in any new initiative is critical to the company's bottom line, and the Avigilon HD Surveillance System delivered. "To be successful in business today, I am always looking for new ways to reduce stress and achieve operational efficiencies," said Greene. "With the Avigilon HD Surveillance System in place, I am assured complete and accurate coverage of all activity across the dealership—information I can use make strategic decisions about the business."

Confident that the Avigilon HD Surveillance System will perform as promised, Greene can now direct his attention to other critical business issues that impact performance and profitability. "With the Avigilon HD Surveillance System, I can quickly access details and find exactly what information I need," concluded Greene. "Delivering exceptional image quality and advanced management tools for quick and positive identification, the Avigilon HD Surveillance System saves time and for every business, time is money."

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