

Genetec Helps Food City “See What Really Happened”

By Scott Thomas

In 1955 KVA-T Food Stores opened their first store in Grundy, Virginia. Since then, Food City has grown to nearly 100 locations with operations in Virginia, Kentucky, and Tennessee.

KVA-T ranks consistently in *Progressive Grocer's* list of America's Largest Supermarket Chains, *Supermarket News* Top Food Retailers, and in *Forbes* list of the largest privately-held companies. The company has grown steadily by staying on the cutting edge of technology, product selection, and consumer demand. Food City recognized their customer's need for one-stop shopping and consequently added 67 pharmacies and 49 fuel stations to their full-service supermarkets.

Along with this growth comes the challenge of protecting customers, employees, and company assets. “CCTV has always been one of the primary tools of our department,” says Joe Fryar, director of loss prevention. Video provides a myriad of benefits, including the deterrence of robbery, shoplifting, and employee theft. It also provides crucial forensic evidence to identify suspected register fraud, vendor theft, and fraudulent slip-and-fall cases. “Getting the best image quality possible is our goal,” adds Fryar. “We need to see what really happened.”

Enterprise-Class Video Management System

To reach this goal, Food City recently began implementing IP network video in stores and distribution centers. Dual-stream, megapixel cameras are installed inside and outside the stores. After extensive evaluation, Omnicast by Genetec was selected as the enterprise video management system (VMS). “Megapixel cameras provide the best video available, but you have to be able to manage a tremendous amount of data,” states Fryar. “Omnicast was the most robust product we tested and offered the most settings and configurations for camera viewing and storage.”

The video management system is the foundation of any IP video network. It integrates the IP cameras to video storage and remote accessibility on the network. It has the ability to integrate access control, intrusion and fire alarms, EAS, POS exception reporting and data mining, and video analytics. Simply put, the VMS is the operating system of all IP video and data feeds.

At Food City, first video integration will be with the company's new data mining application. “We want our agents to have immediate video access to any suspicious POS activity,” says Fryar.



The Omnicast video management system by Genetec is an enterprise-class security solution that provides the seamless integration of digital video, audio, and data across any IP network. Its open architecture offers retailers the freedom to build a video system that truly matches their needs. Omnicast provides the flexibility to design a system that can access and manage thousands of cameras and locations from a single workstation. The intuitive user interface ensures that security professionals can quickly and easily respond to events. Omnicast has proven to be the solution of choice in numerous markets, including homeland, public, educational, and retail security.

A Full Suite of Security Solutions

What else is on the road map for Food City? “Another reason we chose Genetec is they offer a full suite of security solutions,” explains Fryar. “Their Synergis access control product provides us with a potential solution to better manage key areas, such as receiving doors. This will give us video verification of alarm events and even the potential for a keyless store.”

Food City has joined the growing trend of retailers that monitor their own stores for intrusion and panic alarms. Synergis is an enterprise-class alarm and access control solution designed with end-to-end IP connectivity. “Synergis will save our field people countless hours of alarm report management,” adds Fryar. Synergis can categorize and review alarm reports, associating Omnicast video with each incident within the reports.

Overall, Genetec is proud to have contributed to more than the protection of Food City's assets, but to the security of their customers and employees throughout all their stores. ■



SCOTT THOMAS is director of market development for retail North America at Genetec. For more information about any of Genetec's retail solutions, call 866-684-8006 or visit www.genetec.com.