

HP Factory Express adds value to video surveillance systems



“HP Factory Express provides us with affordable customized hardware, which leaves us free to focus on software development, marketing and customer service. HP also offers a fantastic warranty on the HP Compaq Business Desktop dc5000 PC that adds significant value to our product.”

– Larry Buckley, President, Quadrox U.S.

Profitability in fast-food restaurants demands more than good food and sound marketing. It also requires avoiding what John Zirkel of Food Courts of Nevada and Subway of Nevada calls the seven deadly profitability problems: employee sloppiness, poor customer service, inadequate staffing during peak hours, slip-and-fall court suits, shrinkage, vandalism and burglary.

The solution? To protect profit margins for his 35 Nevada restaurants, Zirkel uses Quadrox video surveillance systems powered by HP Compaq Business Desktop dc5000 PCs. An established developer of video surveillance software, Quadrox provides security for a variety of European businesses, from retail fashion stores to the Belgian Railways.

“With a good closed-circuit TV system we can monitor employee performance, track customer flow and keep employees from wasting, taking or giving away food,” explains Zirkel, director of operations. “We can determine whether slip-and-fall claims are valid and access evidence needed to catch thieves.”



Of course, those capabilities improve profitability only if the equipment performs and is affordable. “These systems provide the data and access we need, the equipment is reliable and if something doesn’t work, we know someone will come and fix it quickly,” says Zirkel. “It’s a smart investment.”

HP to the rescue

For Quadrox U.S., a key to making WebCCTV a smart investment for Zirkel and others was finding the right computing partner and hardware. It also required a simple, efficient solution that moved Quadrox U.S. away from the expense of having PCs customized at the Quadrox factory in Belgium and shipped to the United States.

“In 2003, we were trying to penetrate large fast food and convenience chains, and we had to offer them an affordable solution, quick delivery and exemplary service,” recalls Larry Buckley, then a technology consultant to the company and now Quadrox U.S. president. “That wasn’t happening.”

Then Buckley called HP and got the expertise and solution he was seeking. A representative from HP Factory Express suggested that Quadrox U.S. consider an original equipment manufacturing (OEM) partner relationship with HP. She cited the company’s experience in producing powerful point-of-sale devices based on HP Compaq Business Desktop PCs. Perhaps Quadrox could use a custom PC, built in the HP factory, to manage its system.

“It was a great idea,” says Buckley. “We could take advantage of HP’s reputation, its economies of scale and the fantastic warranty. The cost had to be equal to or less than what we were paying, and we’d be free to focus on software development, marketing and customer service.”

A simple solution

The heart of the Quadrox solution is an HP Compaq dc5000 PC running Windows Embedded XP and WebCCTV software. HP Factory Express places an image



Challenge

- Help Quadrox U.S. develop a customized computing hardware and service solution to make its WebCCTV product even more appealing and affordable

Solution

- HP Compaq Business dc5000 Desktop PC
- Windows Embedded XP operating system
- Quadrox WebCCTV software
- HP Factory Express as OEM partner

Results

- Faster delivery of WebCCTV
- Elimination of export-import headaches
- Reduced shipping costs
- Improved customer service with HP three-year, next-day on-site service warranty
- More time to concentrate on core business: software development

At a glance

- **Organization:** Quadrox
- **Founded:** 2003
- **Headquarters:** Henderson, Nevada
- **Size:** 20
- **Telephone:** 1.702.564.6340
- **URL:** www.webcctv.com
- **Primary business:** Software developer

supplied by Quadrox on each HP dc5000 PC before delivery. Quadrox personnel create a local area network (LAN) in each restaurant and configure the HP dc5000 PC to manage two to 10 video cameras that monitor dining areas, entrances and exits, the counter, the safe, the kitchen and the food storage area.



Using a standard Web browser, store managers can view activity live or look at recorded events. When copies of recorded activity need to be viewed or shared with the appropriate authorities, the system makes it easy to find the right content. WebCCTV eliminates the need to search through boxes of videotapes.

"A system like this can pay for itself in one day if it helps catch a thief or avoid a major lawsuit," says Buckley.

Smart service counts

"What really drove us to the HP dc5000 PC was the reliability implied by HP's three-year warranty," says Buckley. "HP had to have quality engineering and use quality, proven components in order to offer that kind of warranty at such an affordable price."

While Buckley found what Quadrox U.S. needed to crack the North America market, Zirkel found what he wanted in a video surveillance system:

- Support for both analog and Internet Protocol (IP) cameras
- Excellent software support
- Recording in Native Windows Media file format (playable for years to come)
- Hardware with three-year, next-day on-site warranty

Zirkel has used WebCCTV to find missing cash, handle accident allegations and provide video clips for local authorities following an altercation at a store. "Managers can easily monitor what's happening in several restaurants from the office or from home," he says. "It's a real time saver."

Meanwhile, Buckley is marketing WebCCTV to other fast food chains. "These people are looking for surveillance that will give them better results with less risk to their business operations. With HP Factory Express as our OEM partner, we can affordably provide the customized hardware, software and service they need."

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<http://www.hp.com>

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