

Nowhere to HIDE as Axis technology helps burger bar and café enhance security.

HIDE Burger Bar and BEAN Caffé increase customer safety and monitor store activity through the use of a new video surveillance solution delivering 24/7 coverage.



Organization:

HIDE Burger Bar and
BEAN Caffé

Location:

Derby, UK

Industry segment:

Hotels/Restaurants

Application:

Staff monitoring, safety
and security

Axis partner:

Scenariio

Mission

HIDE Burger Bar, a small independently run burger restaurant in Derby, has one mission – to produce and sell jaw-droppingly good burgers. Run by Olivia Pritchard, this eatery has rapidly gained in popularity in the region but with a growing footfall also comes security and safety concerns, including instances of theft and pickpocketing. During busy periods at both HIDE Burger Bar and sister outlet BEAN Caffé, it also became crucial to ensure there were enough staff serving at any one time so customers could enjoy a pleasurable experience.

Solution

Both HIDE Burger Bar and BEAN Caffé turned to Scenariio, an IT company specialising in intelligent infrastructures, in order to procure a network security solution. Axis partner Scenariio implemented network cameras from AXIS Companion range, perfect for the requirements of both establishments. A network of four cameras, including AXIS Companion Cube, AXIS Companion Eye LVE, AXIS Companion Dome and

AXIS Companion Dome W, were installed, providing 24/7 coverage of the inside of the burger bar and the kitchens. An additional wireless AXIS Companion Cube W was installed at BEAN Caffé behind the main counter.

Result

Customer safety and in-store operations have both been significantly enhanced following the installation, with the cameras recently put to good use when a customer was pickpocketed. Following the incident, the restaurant manager was able to supply police with clear video footage of the incident to assist in their investigations. Furthermore, Olivia now has the capability to remotely monitor both sites from anywhere through a mobile device, giving her peace-of-mind that her establishments are running efficiently when she is not on-site. The technology also allows her to monitor potential operational issues such as cash transactions and health and safety compliance in food preparation. This in turn helps to protect the interests of staff and customers and to deliver the best possible service.

“I now have peace of mind, knowing that my restaurants are running as efficiently as possible even when I am not on-site. If there is a problem of any kind, I know I don't have to worry as everything will be recorded on camera.”

Olivia Pritchard, Owner, Hide Burger Bar and BEAN Caffé.

New security measures to keep a growing customer base safe

The popularity of the burger is on the rise in the UK and, according to Kantar Worldpanel research, Britons spent a staggering £2.6 billion on burgers in restaurants in 2017. Following the successful launch of BEAN Caffé in 2010 and after winning many awards, it was decided to expand and open HIDE Burger Bar in 2014, providing an opportunity to tap in to the growing market.

“We wanted to expand the BEAN Caffé brand and, as a lover of good food and appreciating healthy meals from around the world, our guilty pleasure has always been a great burger,” says Olivia Pritchard, owner of both HIDE Burger Bar and BEAN Caffé. “It seemed natural to expand into an establishment that could serve burgers as a masterpiece of culinary genius.”

However, as the catering and eatery businesses expanded, ensuring the safety of those within each establishment became crucial, especially after instances of pickpocketing began to occur. Olivia continues, “We strive to ensure that when a customer comes through the door, they don't only receive a good meal, they also have an enjoyable experience. That means security is a must-have.”

After doing some research among other hospitality outlets around Derby, Scenariio were approached to implement a new video surveillance solution. George Pritchard, Technical Manager at Scenariio, says, “We immediately suggested the AXIS Companion range. Developed specifically for small businesses, the technology meets all of the requirements for an installation such as this, providing the ideal solution to keep customers and staff safe.”

Enhancing the restaurant's operations beyond security

Safety and security are, of course, crucial in the food and drink sector, but network cameras can deliver additional benefits. The opportunity to view video footage in real-time means it is also possible to monitor how busy the dining areas are. This helps them to ensure sufficient staff are available to serve customers quickly and guarantee a great dining experience.

Olivia says, “As the business grew and new establishments opened, it became difficult to effectively monitor activity at both the restaurant and café. Now, not only can we monitor each location remotely from our office or from a mobile device, but we can also ensure that enough staff are available to serve the number of customers dining.”

Working with a leading technology partner

The seamless installation process took place towards the end of 2017 and, since the new security system has become operational, Olivia has been able to run both outlets concurrently.

Scenariio's George Pritchard says, “AXIS Companion is a full video surveillance solution that comes complete with cameras, video recording solutions and free video management software, including a mobile app for iOS and Android devices. That makes it perfect for businesses looking to increase security in cafés and bars that require remote monitoring to achieve this. Axis offer an innovative end-to-end solution and are well known for their reliability. We've never had any issues since we've been working with Axis.”

Olivia concludes, “The restaurant manager and I have both found the system really simple to use. We can check in remotely, so we know the business is running as it should be. Although we have very trustworthy staff, the added security of knowing we have proof if anything does go wrong gives us peace of mind.”



“The installation was seamless and the only issue we had was finding a way to hide the cabling in the best possible way because the building is listed so it had to have minimal impact on the aesthetics,” says George Pritchard, Technical Manager, Scenariio.

Scenariio
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