



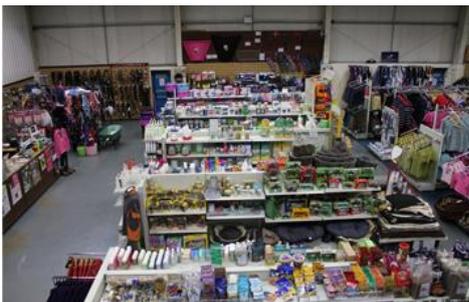
160 year old family business invests in state-of-the-art security system

Background

Founded in 1855, West Yorkshire based Burnhills is one of the most well-established equestrian and pet stores in the north. With a 16,000 strong product line, 11,500sqft premises comprising retail space and comprehensive warehouse set up, plus a successful online shop, this independent family-run brand is a popular choice for animal lovers in Yorkshire and beyond. Whether the customer is looking for animal feeds, treats, toys, beds, riding clothing, rugs, accessories, much-needed supplies for a farm holding, or anything in between, Burnhills can cover it all.



Challenge



Wary of British Retail Consortium statistics –which claim retail crime cost the industry £603m last year – Burnhills has long utilised security technologies in its store.

A move into the current premises in 2008 saw an upgrade from four to eight CCTV cameras, bought online and installed by the directors themselves. In 2011, they invested in better quality equipment including a new DVR, set up by a local electrician.

But when problems arose with the technology, the electricians lacked specialist security knowledge, and distanced themselves from finding a solution for kit they hadn't supplied. What's more, when thefts occurred, the surveillance imagery was so pixelated it was practically useless and would never have resulted in successful prosecution of the shoplifters. A modern solution, designed by real security experts, was required.

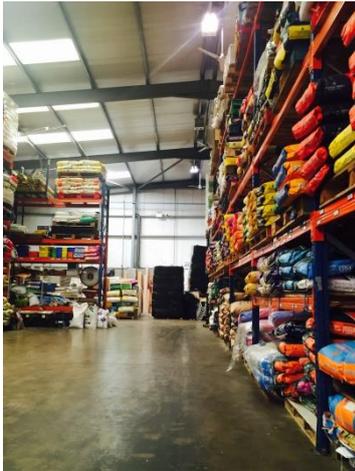
Solution

Internet research soon led Burnhills to Ti CCTV & Alarms, part of the Huddersfield-headquartered Ti Installations brand. Ti visited the site to truly understand the job specification, before devising a tailored solution and quote. When benchmarked alongside other potential suppliers, Ti shone out due to the team's knowledge, professional yet friendly approach, proactive advice and cost effectiveness.

Burnhills therefore invested in 16 new HD cameras, located throughout the retail space and in the storage and warehouse areas. Two TV monitors were fitted - one by the shop entrance and the other behind the counter - and a new DVR with 16TB hard drive was also installed, to enable constant, uninterrupted recording.



Result



Burnhills now has a state-of-the-art, fully integrated security system that will safeguard the business from costly thefts. Ti's strategic new positioning of cameras means secluded areas are better 'policed', and if a theft does occur the picture quality is crystal clear. The TV monitor in the shop entrance also instantly highlights that the store is under surveillance from very sophisticated equipment, an immediate deterrent.

But that's not all. A stand-out feature within the new system is the Instant Detective, a proactive tool which can search hours of footage in seconds, should an incident take place. And the directors have 24/7 remote access to their CCTV via an app on their phone, also installed by Ti.

But heightened security is not the only benefit of this new CCTV solution. The monitor behind the counter enables staff to keep a watchful eye on the store, not just to prevent shoplifting, but to also see if a customer may need some help. Burnhills' employees are renowned for their equestrian, pet and farm knowledge, so they strive to pass it on whenever it may be required. Because staff are often helping customers in different parts of the store, the CCTV also helps locate them, should a colleague need assistance. And the picture quality is so precise, it can even tell whether a customer has handed over a £10 or £20 note, should a dispute arise at the till!

Burnhills now has a product that will boost the all-round robustness of this 160 year old business.

"Theft is a notorious problem in our sector – in fact many retailers don't even bother reporting shoplifting any more for lack of support when it comes to prosecuting the criminals. But we have to take action.

Burnhills now has a state-of-the-art system to keep a constant watchful eye on our shop and warehouse, enabling us to log and evidence incidents in picture perfect quality, should anything happen in-store.

The technology has given us some unexpected operational assistance too – if we forget where we've left the pricing gun, for example, we can find it in an instant!

This has all been possible thanks to the proactive, professional support of Ti. The guys recommended CCTV and monitor positioning that we'd never even thought of, and introduced us to new features such as Instant Detective that improve the efficiencies of our team and our ability to locate the footage we may otherwise miss. This is a company dedicated to going the extra mile for customers – we now have peace of mind that our business is in safe hands."

Ben Burnhill, Director, Burnhills

If you would like to speak to someone from **[Ti] CCTV & Alarms** or the wider **[Ti] Installations** team about the products mentioned in this case study, or the better protection of your business, please contact our friendly security specialists for free advice.

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