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## Surveillance integration

By [Valerie Killifer](#) Editor

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questionable transaction took place.

But in the last 10 years, several technology breakthroughs have made it easy for operators to mind the store, and every transaction takes place in it, from anywhere in the world.

Leading the technology revolution was the introduction of Microsoft Windows 98 and the transformation of recordings from VHS to digital (digital video recorder), said Sam Naficy, cofounder of Los Angeles-based DTT Surveillance. DTT provides surveillance solutions to McDonald's and 2,000 Subway locations, and recently sold its 20,000th solution.

Surveillance software has been updated to integrate into a restaurant operator's point-of-sale system, providing real-time transaction monitoring capabilities.

"That really transformed the industry because now you can search a void or you can search for a \$100 bill, and not only find the bill, that, you can also see the video," Naficy said.

Earlier this year, DTT launched SmartV.I.E.W., a convergence program designed to enable single or multiunit restaurant operators to view real-time video of operations, point-of-sale transactions, employee time and attendance data, and temperature, weather, and traffic information for each location.

"So a guy who has 50 Panera Breads and sees transactional revenue plummet, we give him real-time traffic reports that show may congestion or accidents led to [the decline]," Naficy said. "It also provides weather reports and clients can add items to their menu."

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because of weather changes. We really think this is where int is going to be the focus.”

Naficy isn't alone in his thinking. Louisville, Colo.-based Envy: spent the majority of 2006 developing its latest Web-based vi management system, said Matt Steinfort, company president chief operating officer.

In May, Chipotle Mexican Grill partnered with Envysion to dep system in all Chipotle locations. At the time, Chipotle Chief O Officer Monty Moran said the system will help the more than 1 chain better serve its customers and employees.

The system is integrated into Chipotle's POS, giving executive operators the ability to access live or recorded video from any remote-management location. The program also provides rep functionalities across all of the company's locations.

“It's much more of an enterprise-wide solution, Steinfort said individual voids and you can see the video associated with [e: most relevant information.”

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Additionally, videos can be saved to a Web-based back-office the ability to save and share clips.

“If one store is performing better than others, you can share with the rest of the system,” Steinfort said. “Training, market departments can also leverage the system to build best pract

### The day-to-day

While no restaurant operator wants to have a dishonest empl the hands of hired help.

POS-integrated surveillance software can help operators track other transactions that takes place where the cash drawer is changes hands. The system also can help restaurant operator customers or aid police if a theft occurs.

The company can establish a list of rules and regulations in re wants to track, such as employee meals.

“If I'm interested in how many 'no sales' occurred last night, happens we attach it to an audit trail,” said David Goffnet, ch FireKing Security Group. “An operator can click on each entry video, but you would have to have the camera looking directl

New Albany, Ind.-based FireKing Security Group manufacture such as the company's Image Vault, and has the ability to int POS systems. The company's target customers is quick-serve



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In addition to a sales increase, Goffnet said employees are put on a remote-management system is installed, which makes employees more honest.

"Once an employee figures out a way to steal, it's sort of like — hackers are always looking for new twist," he said. "Obvious ways of stealing, but once we figure it out we can address it. It's a kind of money walking out the door, that gets their attention."

Naficy, Moran and Goffnet agree the industry will move toward more surveillance technology.

"All these tools help to manage restaurants quickly and allow them to monitor multiple places at once," Naficy said.

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