

Case Study :

Ed Morse Toyota – Florida, USA

Customer Profile

Ed Morse Automotive Group

Ed Morse has been selling and leasing for less while providing excellent customer service for over 50 years. Headquartered in Fort Lauderdale, Florida, this family owned and operated company presently has 11 brands, 18 franchises and 13 locations from which to choose.

www.edmorse.com

Video Verification Security

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Summary

When Ed Morse built a new dealership in Ft. Lauderdale, Florida, they wanted to ensure the new building was fully covered by the latest CCTV technology.

Previous CCTV installations at Ed Morse sites were analogue, which in many cases failed to provide the desired image quality and functionality.

Ed Morse Operations chose iCatcher Partner Video Verification Security because of their successful track record in implementing IP CCTV technology.



The Requirements

Ed Morse Operations required an IP CCTV system with the "ease of use" of a DVR, but with the functionality offered by the latest IP surveillance cameras and software.

Megapixel video was required for identification of individuals on the exterior and interior of the property. In addition, the recorded video had to be smooth and fluid in order to evaluate any accidents on the property. If a customer falls on the Service Lane, then the video had to be fast enough to see "why" and "how" the customer fell.

The Choice

After evaluating numerous mainstream solutions it was decided that iCatcher Console offered a professional robust solution with the required flexibility. Mobotix dual lens cameras were selected for their superb resolution and picture quality.

iCatcher Console 4's wide range of supported cameras and devices, along with its intuitive interface, made it the ideal solution for Ed Morse Toyota.

The solution

Video Verification Security utilized Mobotix cameras and the latest iCatcher Console 4.0 software. Mobotix cameras provide the necessary high speed megapixel video covering the entire exterior and several key internal areas, including the large service bay. As standard the Mobotix cameras are rated at IP65 providing protection Florida's high annual rainfall.

The Result

The iCatcher Console CCTV management software provides an easy to use, intuitive GUI. Any member of staff with the correct permissions can easily view the live images and navigate through the recorded footage. Management can also easily create evidence CD's for local law enforcement when required.

Management information is now further enhanced with managers able to login to the system remotely, via their iPhones, to check cameras and playback recorded footage.

Following the success of the first installation at Ed Morse Toyota, every dealership now has the same formula of iCatcher Console and Mobotix megapixel cameras. The owner, Ed Morse, can now view every store remotely from anywhere in the world via his iPhone.

The Rewards

The installation has already provided evidence in three attempted thefts and successfully helped defend five lawsuits due to "slip and falls" on Ed Morse properties. Each lawsuit claim has been nullified with the help of the recorded video, saving the company considerable amounts in legal fees and compensation payments.

To learn more about iCatcher, and solutions that can be built using iCatcher technology, visit our web site at the address below or give us a call on +44(0)1329 835335.

