



Oncam Offers Burger King Restaurants a 360-Degree Intelligent View of Operations

With Oncam's 360-degree technology combined with EZUniverse's 360iQ system, Devs Foods LLC are able to get real visibility into their business at anytime, from any location.

CLIENT

Burger King® is the second largest fast food hamburger chain in the world and are known around the world for serving high-quality, great-tasting and affordable food.

CHALLENGE

Dev Foods, a Burger King® franchisee, needed to upgrade its existing analog CCTV camera infrastructure due to poor video quality. The organization also needed to collect detailed video data for business intelligence to streamline operations.

SOLUTION

Burger King® enlisted the help of Oncam and technology partner EZUniverse to provide a 360-degree surveillance and business intelligence solution to the 19 locations owned by Devs Foods. Oncam's 5MP indoor cameras were installed, which offer high-definition resolution for detailed and crisp 360-degree images.

RESULTS

The scalability of the Oncam solution was a major selling point. Footage from the cameras can be easily accessed on any mobile device through a mobile app, enabling store management to monitor operations from remote locations. Additionally, the IP-enabled devices from Oncam form part of a strategic initiative to begin the transition to full IP across the entire business.

Devs Foods manages 19 locations in New Jersey, New York and Connecticut, and all sites require constant surveillance and oversight into operations.

Mr. Dipak Patel, owner of Devs Foods, needed to upgrade his existing analog CCTV camera infrastructure due to poor video quality. The organization also needed a way to collect detailed video data for business intelligence to streamline operations. Partners Sanjay and Dipak Patel needed an IP camera solution that would meet all of these needs for each 3,000-square-foot location.

"The reason we needed to replace our older video system was because we needed higher-quality video to further enhance our operations," said Patel. "Our business is growing, and we needed a system that would provide peace of mind and overall security in all of our locations."

The analog cameras did not provide the clarity that the business required for forensic evidence in the event of an incident, as well as oversight for the day-to-day operations of the locations. Patel and his team decided to create a more hybrid solution that blends the legacy analog cameras.

Burger King® enlisted the help of Oncam and technology partner EZUniverse to provide a 360-degree surveillance and business intelligence solution to the 19 locations owned by Devs Foods, installing Oncam's 5MP indoor cameras that offer high-definition resolution for detailed and crisp 360-degree images.

The images captured allow operators the ability to see clearly into all sections of the dining areas and parking lots at the restaurants, both in live mode and retrospectively. During playback, images can be dewarped and virtual cameras can be generated enabling the viewer to pan, tilt and zoom around the entire scene.

Teaming Oncam's 360-degree technology with EZUniverse's 360iQ system provided Patel with a simple, but powerful business intelligence solution. With this complete system he was able to coordinate all critical data into a single, easy-to-use application. By integrating all POS data, Patel was able to get visibility into his business at anytime, from anywhere, using dashboard views of immediate store performance data.

Scalability of the Oncam solution is a major selling point

“The cameras are providing us with the information we need to make sure things are running smoothly.”

Dipak Patel
Owner,
Devs Foods LLC

Oncam's 5MP fisheye cameras also feature powerful dewarping technology that is extensively integrated with many network video recorders (NVRs) and video management systems (VMS) on the market today. The cameras work seamlessly with the video management system in place, easing installation, integration and management costs. Additional cost savings are realized as aging analog infrastructure is replaced, since many of these legacy cameras and DVRs require costly updates and maintenance to continue functioning.

The scalability of the Oncam and EZUniverse solution was a major selling point. Footage from the cameras can be easily accessed on any mobile device through a mobile app, enabling store management to monitor operations from remote locations. Additionally, the IP-enabled devices from Oncam are part of a strategic initiative to begin the transition to full IP across the entire business.

Storage was also a concern, and with the company's previous system, there was minimal storage available. Now the company stores 15 days worth of video data that can be easily searched and the video collected, allowing operators to pan, tilt and zoom in both live and recorded feeds.

Each of the 19 Burger King locations had between 15 and 17 traditional analog cameras in place, but since the Oncam deployment, a single 360-degree camera covers the entire dining room. On average, the company was able to replace between four and five analog devices

with one Oncam surveillance camera. Coverage in the outside parking lots is also enhanced, usually with a single Oncam camera. "In some instances, we use two 360-degree cameras – one on each side of the building," Patel said.

Patel said video is collected for a number of reasons, including review of incidents of theft and vandalism, to support claims for slips and falls, and to investigate additional suspicious activities. Shortly after the 360-degree cameras were installed, Patel said an incident was caught on video that showed two men getting into a physical altercation. Patel was able to quickly find the video, export it and turn it over to police involved in the investigation.

In the near future, Patel plans on updating the analog cameras in the kitchen areas to ensure a safe work environment. "We like to make sure that things are running smoothly, even when we are not there to supervise fully," Patel said. "With the 360-degree video coverage, we can see what is happening. With analog video, it's not as clear."

"The cameras are providing us with the information we need to make sure things are running smoothly," Patel said.

EZUniverse®

360iQ®



ONCAM

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