



# CASE STUDY

Titan Security Officer + Video Monitoring

TITAN



## Titan Helps Auto Dealership Group Drive Down Security Costs by \$500,000/Year

### THE CUSTOMER

A large midwestern auto group with nine dealership locations spread across Council Bluffs, Iowa sells new and pre-owned vehicles for just about every brand of car available in America. All told, the auto group owns dozens of acres of parking lots filled with tens of millions of dollars' worth of inventory, all sitting exposed to the elements – weather and criminal.

### THE SECURITY CHALLENGE

Vehicle theft prevention is the primary objective, but that is not the only problem. Stealthy criminals break into lots and quietly steal liftgates, wheel covers, and other easy-to-remove parts and tools to sell to auto repair shops or on the black market (a much harder activity to spot).

To protect the dealerships and outdoor lots, the auto group was using on-site security officers to patrol the properties during off hours. The auto group was spending over \$50,000 per month on live guard services (totaling over \$600,000 per year!), yet they were still experiencing losses.

It was learned the guards were often asleep or inattentive. The theft detection area was limited to only what the guard could see at any given moment. Stormy weather not only occasionally reduced car lot visibility, but the guards were less inclined to perform thorough outdoor patrols in inclement conditions. Mostly, they reported criminal activity after it had occurred.

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### THE TITAN SOLUTION

After identifying the shortcomings and quantifying the expenses of the live guard solution, Titan recommended replacing the guards with an analytic surveillance camera system and live remote monitoring. A Titan patrol vehicle in direct radio contact with the monitoring center provides fast on-site response with a manned guard presence to all locations.

Cameras equipped with motion detection technology were installed at strategic elevated points around each dealership, expanding visibility and out of reach of vandalism. Rather than just record criminal activity, these smart cameras continuously monitor the property and alert dispatchers to any activity on the property. The cameras feature lights, sirens, and talk-down capabilities to warn-off trespassers. When suspicious activity occurs, the dispatcher can use the audio function to warn criminals they have been spotted, send a Titan patrol officer to investigate, or call the police as appropriate.



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## BUSINESS OUTCOMES

- **Enhanced protection.** The new motion-activated remote camera monitoring system eliminated the issues of sleepy or inattentive guards. Electronic eyes now tirelessly watch over the lots 24/7 with 360° visibility to the entire property, including perimeters. Titan's analytic camera system takes the onus off guards to manually spot unwanted activity; the cameras automatically alert dispatchers when motion is detected even if the dispatcher can't/didn't see it. This enables Titan dispatchers to respond to criminal activity in real time, reducing loss.
- **Visible theft deterrence.** The obvious placement of cameras, signage, and the ability to audibly inform thieves they are being observed in real-time has reduced the incidents of theft and vandalism at the dealerships.
- **Reduced security management headaches.** Auto group management no longer has to deal with engaging security guard firms, training officers at every location, absenteeism, or ineffectual patrols during inclement weather. Outsourcing property monitoring and incident response to trained Titan remote dispatchers has streamlined auto group operations while improving protection.



Alternatively, to implement a similar solution, customers would have to find a camera provider and network installer, a company to monitor the cameras 24/7, and another firm to provide the security officers and patrols. Titan is able to provide all these activities as a unified service with a single point of contact.

- **Dramatic cost savings.** Most importantly, the auto group has reduced its security spending from over \$50,000 to less than \$10,000 per month, ***equating to almost \$500,000 in annual savings on guard services alone!*** Recouping these expenditures more than covers the losses the auto group was experiencing, while the obvious deterrence measures reduce further loss from stolen or damaged vehicles for even greater savings.

## TITAN BLENDED SERVICES: THE BEST OF ALL WORLDS

Some security companies specialize in providing guard services; others focus on installing surveillance technology but stop short of offering live remote monitoring. Titan's blended approach to security brings the proper balance of monitoring services, live patrols, and state-of-the-art technology together to enable complete 24/7 protection at minimal cost.

To learn more about how Titan Security can replicate these savings while improving the protection of your business, visit us [tpcsecurity.com](http://tpcsecurity.com), email us at [info@tpcsecurity.com](mailto:info@tpcsecurity.com), or call **913-441-0911**.