

Boot Barn Builds Robust Loss Prevention and Security Efforts, Realizes Loss Reduction with Verint Video and Situation Intelligence Solutions

The Company

Boot Barn is America's largest western and work wear retailer and has been outfitting America since 1978. Today, Boot Barn has more than 200 stores in 29 states, as well as online shopping via BootBarn.com. The company offers more than 8,000 styles of boots, jeans, shirts, hats, belts, jewelry and more from leading brands such as Wrangler, Ariat, Justin, Carhartt, Dan Post, Resistol and Montana Silversmith. Boot Barn is the official western retailer of the Professional Rodeo Cowboys Association, the National Finals Rodeo and the Professional Bull Riders; an official sponsor of the Houston Livestock Show and Rodeo; and a supporter of more than 500 rodeos and western events every year.

Boot Barn's team works diligently to ensure exceptional customer experiences while delivering products with quality and value. Technology aids in ensuring the company can meet its business goals. As part of its growing focus on loss prevention (LP), the company began seeking out new solutions that could help increase awareness across its network of stores while driving new levels of intelligence to optimize operations and control shrink.

The Challenge

Boot Barn is rapidly growing its network of stores across the United States, through acquisition and new store openings in target markets. The company's high growth rate presents new challenges, especially in regard to its loss prevention efforts. It previously relied on a "hodge-podge" of security systems—including analog cameras, NVRs, DVRs and PTZ cameras—to assist its LP team. Unfortunately, the existing cameras did not offer the video resolution needed to make the company's investigation process valuable. Additionally, Boot Barn sought a solution that offered high quality imagery, optimized bandwidth utilization and an easy-to-use platform. The new system needed to have robust remote monitoring capabilities, access controls, and the ability to monitor the health and status of the systems. To help identify potential issues, streamline investigations, control inventory and optimize store operations, Boot Barn decided to evaluate moving to a higher-resolution solution at its new stores.

"Our mission is to protect our assets in the most efficient and cost effective manner possible. Our objective was to reinforce our investigative and operational efforts," said Brian Huff, Director of Loss Prevention, Boot Barn. "I also wanted a solution that would allow me to demonstrate to our senior leadership team that we could leverage IP surveillance to better protect assets and ensure high levels of customer satisfaction through increased operational efficiency."

After careful testing and consideration of multiple solutions with its integration partner Diebold, Boot Barn deployed Verint Video and Situation Intelligence solutions to standardize and consolidate its surveillance technology network.

The Solution

To date, Boot Barn has deployed Verint Video and Situation Intelligence solutions at 35 locations. Verint EdgeVR™ high-performance network video recorders support a variety of IP cameras—a typical Boot Barn store uses up to 12 megapixel cameras—as well as a small number of legacy analog cameras. The Verint EdgeVR delivers hybrid analog/IP capabilities, high-quality imagery, optimized bandwidth utilization and ease-of-use. With Verint EdgeVMS Vid-Center™, Field and LP leaders can view live and recorded video from their desktops to make real-time decisions quickly and efficiently.

The Verint EdgeVMS Op-Center™ diagnostic and management application allows Boot Barn to monitor system health, gain access to firmware updates and send out alerts about potential problems. It allows access control over all users of the systems via a central database. If any anomalies within the surveillance system are recognized, Huff is immediately notified, which allows him to address issues in a more proactive manner.

Boot Barn is also leveraging 360-degree IP cameras from Verint partner Oncam to monitor store entrances in three locations. The 360-degree technology delivers larger surveillance coverage with one camera replacing up to six traditional cameras. The 360-degree IP cameras were ideal for Boot Barn because they enable LP personnel to gain views above tall fixtures and displays.



Customer

Boot Barn Case Study



Industry

Retail



Solutions

- Verint EdgeVR
- Verint EdgeVMS Op-Center
- Verint EdgeVMS Vid-Center
- Verint Oncam 360-degree cameras
- Verint high-definition IP cameras



Region

USA



Results

- Deter and reduce theft
- Reliable and easy-to-manage solutions enhance store operations
- Faster search times speed investigations
- Reduced support time and costs
- Reliable system uptime with health monitoring
- Scalable to support growth

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Results

The dynamic nature of the retail environment drives LP leaders to seek out intelligent, intuitive video surveillance systems to better anticipate potential issues and create a safer environment for customers and staff. But technology also has to be easy to manage and use. Boot Barn’s on-site Store Managers use the Verint video system on a daily basis, making ease-of-use critical.

Verint worked closely with Boot Barn to help them develop the skills they needed to maximize the functionality of the Verint solution. Verint’s online learning tools such as virtual classrooms, online, custom and mobile courses, allow operators to build their technical skills and learn from the comfort of their own desk at their own pace. Verint’s expert instructors and curriculum developers provide quick start guides to be used as tools to assist with training operators on the solutions.

“The Verint solution is very easy-to-use and navigate, which was a key selling point for us because our in-store personnel are expected to use the system daily,” Huff said. “We also train them to ensure products or displays are not blocking camera views. Our technology systems have to be part of our operational culture; if not, we cannot realize the complete value of the investment.”

Boot Barn depends on the Verint video surveillance systems to fulfill its functional purpose as an essential part of a comprehensive loss prevention and safety plan. “The excellent image quality delivered by the Verint system enables us to capture the detail we need to successfully investigate an incident or review footage from routine operations,” Huff said. “Additionally, it allows us to ensure the safety of our employees, some of which are working late at night. Our video system is a critical component of all of these efforts.”

In the event of an investigation, Verint EdgeVMS Vid-Center enables Boot Barn to view live and recorded video alongside related events, as well as multiple camera views, for faster and more effective investigations. At the same time, thumbnail searches help locate video quicker than before.

The EdgeVMS Op-Center software allows Huff to oversee enterprise-wide health monitoring, audit reporting, firmware management and permissions management. The software is a proactive tool in managing multiple stores, and having automated system-wide health monitoring and diagnostics for superior system operational ability, is a major benefit. This allows Huff to take a more proactive approach to addressing potential issues before they become real problems.

Boot Barn achieves new levels of situational awareness with the new Verint surveillance platform. It is crucial part of the company’s overall approach to LP, which includes technology, a strong corporate culture and robust training. A company audit program tests the training levels and the personnel of each store on a regular basis, and the video system plays a key role in this process. For example, LP leaders can review video to confirm the proper accessing and securing of perimeter doors, POS and cash handling procedures, and interactions with customers on the sales floor.

“Consistent execution of our procedures is essential to our business overall. Customers and Employees expect it. The effort to maintain a safe store environment, protect assets, and reduce loss heavily depends on this consistency. That said, an internal audit program along with a proactive review of video gives us detailed insight into how our stores are operating. Our Verint video solution is now part of our operational culture,” Huff said.

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