

Case Study

DICK'S Sporting Goods

National retailer monitors security at over 700 stores from its headquarters



National sports retailer enhances security and operations across corporate and retail sites with Security Center

Business challenge

DICK'S Sporting Goods is a full-line sporting goods retailer with over 700 stores across the United States. It owns and operates a portfolio of brands including DICK'S Sporting Goods, Golf Galaxy, and Field & Stream.

The leading retailer is always on the lookout to enhance its operations. That's why when IP-based security systems were first introduced to market, the company took immediate interest. DICK'S Sporting Goods had an analog security system at every store but using the system to find video was a tedious and lengthy process. Staff would also spend a lot of time travelling to stores and searching through video to validate facts or pull content.

The team at DICK'S Sporting Goods began a search for an easy-to-use IP security solution with central monitoring capabilities. After trying many solutions, the retailer chose the Genetec™ Security Center unified platform. Security Center combines IP video surveillance, access control and automatic license plate recognition, and other business systems in one solution.

According to Jacob Gillette, Director of Loss Prevention and Operations, "The Genetec system offered us capabilities which could speed up our investigations. Another advantage was being able to use our existing cameras within the new IP system since we were able to significantly minimize costs."

The power of remote security monitoring

Today, DICK'S Sporting Goods is using the Security Center platform to monitor over 18,000 cameras across 720 stores. The unified platform is also being used by the corporate security team to manage 230 cameras and 130 doors at its headquarters in Coraopolis, Pennsylvania, and its distribution centers. Various teams can centrally access security systems to handle incidents, pull evidence or monitor in-store service.

"The ability to have instantaneous system access has been unprecedented," said Gillette. "Whether it's our district loss prevention managers (DLPM) or investigations team who need to see what's happening in our stores, or our loss prevention operations team who need to deactivate cardholders or change camera resolution settings, everything we need is at our fingertips. We can log in and handle any task, from any location. In addition, our integrators can remotely support our systems."

Summary

Client name: DICK'S Sporting Goods

Organization size: 40,000+ Associates

Products: Security Center, Omnicast, Synergis, Federation

Industry: Retail

Location: Coraopolis, Pennsylvania, United States

Partners: Axis Communications, HID Global, Tyco Integrated Solutions, Vector Security Communications, HID Global

The investigations team easily retrieves video from Security Center to validate suspicious transactions which are flagged in a third-party point-of-sale (POS) exception reporting system helping them close significant fraud and theft cases.

Locking down corporate security

At the corporate headquarters, a single access control card has been given to each of the 2500 corporate employees, allowing them to move between different buildings and areas depending on their roles. Employees also use the cards to pay for lunch and to access the onsite gym at the headquarters.

One of the biggest advantages for DICK'S Sporting Goods has been the ability to use the Synergis™ access control system of Security Center to secure and conduct audit trails for an on-site datacenter.

"When a federal compliance officer comes by, we can quickly show them how many people accessed the area, along with the specific individuals and times. Having the access control unified with video makes it easy to pull additional evidence should events look suspicious," explained Gillette.

Partnering with Genetec into the future

During a multi-site software upgrade, DICK'S Sporting Goods relied on the Genetec professional services team for project management and field engineering assistance. According to Gillette, "We were upgrading many sites to the same software versions and couldn't afford any downtime at our corporate sites. So, we wanted to keep Genetec experts on standby and have the

extra assurance that everything would get done correctly and on time. They delivered added peace of mind during a critical upgrade, and we'll definitely work with the Genetec team again.”

Moving forward, the immediate objective is to convert all stores to IP and integrate the POS exception reporting system within the platform. The team is also evaluating the Security Center Mobile app to extend system access to users from their mobile devices.

“Genetec has been an outstanding partner for us. Not only has Security Center helped our loss prevention and operations teams save time and become more responsive, but we have so much flexibility to evolve and grow our platform as our needs change. Moving to IP with Security Center has been hugely beneficial to our organization,” concluded Gillette.

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Infrastructure at a Glance

DICK'S Sporting Goods converted existing analog cameras to IP using encoders from Axis Communications. When new devices were needed, they chose Axis IP cameras and HID Global readers to secure its many stores and corporate sites. Two AXIS A8004-VE Network Video Door Stations were installed at the headquarters for easier monitoring after business hours.

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