



Case Study



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Case Study – Gosling Brothers Ltd.

Company Profile

Gosling Brothers Ltd is one of Bermuda's oldest distributors of Wines and Spirits and the largest exporter of Bermudian products. The company was founded in 1806 by James Gosling and is currently owned and operated by the seventh generation of the Gosling family. The company's most popular product is Black Seal Rum.

Gosling Brothers Ltd average sales are between \$700 and \$900 million per year globally. The local presence includes two retail stores, a combined head office/plant/warehouse facility and duty free shops at the L. F. Wade International airport with almost 115 employees in total. Gosling Brothers Ltd added 20,000 square feet to their warehouse in late 2005 to accommodate increasing sales, compelling the company to improve their surveillance solution.

Business Situation

Gosling Brothers Ltd approached Computer City in the summer of 2007 to assist in upgrading their then-current surveillance solution - an analogue system located at their main manufacturing plant and warehouse - with the desire to expand in the future to their retail stores. Gosling Brothers Ltd stressed their concerns regarding mismanagement and continual loss of merchandise from their warehouse. They required high quality recordings from their surveillance system consisting of clear footage in less than ideal lighting conditions for identifying culprits. Gosling Brothers Ltd requested that they be able to use the recordings for investigative purposes by law enforcement, and for prosecution if required.

Technical Situation

Computer City engineers conducted a site inspection to analyze the analogue surveillance infrastructure and evaluate the effectiveness of coverage. Computer City indicated that the current solution had weaknesses including areas that required additional monitoring, which was not included in the existing solution. Computer City recommended that an Internet Protocol (IP) based solution using Milestone XProtect Professional software, along with the introduction of several different types of cameras in their main manufacturing site.

Solution

Over a two year multi-phase period Computer City worked with Gosling Brothers Ltd in replacing of all of their analogue cameras throughout their warehouse and its perimeter with IP based cameras. Computer City advised management that they needed a dedicated server to ensure sufficient storage to record thirty days of digital surveillance. It was also advised that a Pan Tilt Zoom (PTZ) camera be used along with fish eye lens cameras to capture as much of the facility as possible in a cost effective way. Installation of cameras above conveyer belts provided safety and security for the staff. Computer City

advised Gosling Brothers Ltd to install dedicated Cisco Power over Ethernet (POE) switches to segment the video traffic from the production networks. VLANs were configured so the IP video traffic and access to the network video equipment were only allowed to selected individuals within the company. POE technology also allowed for reduced installation cost as there was no need to have a separate power feed to each camera. Cameras being POE based would be backed up on Gosling Brothers Ltd UPS and generator systems, ensuring fully functional recordings during an extended power failure caused by a natural disaster.

With the use of Milestone XProtect Professional software, once installation was complete at the original location, expanding to other retail locations in the future would be a straightforward task. Each satellite location would require only additional camera licenses, cameras, and a small desktop unit for recording, while maintaining central management and monitoring. The ease of retrieving and reviewing video footage from any location by authorized users with the XProtect Professional software made the managers at Gosling Brothers Ltd impressed with the overall solution.

Since Milestone surveillance is an IP based platform, it was easy for Computer City engineers to use their existing infrastructure for expansion to their retail stores. A year after the initial installation, Gosling Brothers Ltd decided that they wanted to upgrade their Milestone software to the Enterprise Edition and add additional cameras to their retail locations. The Milestone Enterprise Edition platform is designed for multi-site installations, with an unlimited number of connected cameras and devices, which helps the client scale their system as their needs develop or change.

Return on Investment

The solution provided by Computer City decreased theft and mismanagement by employees within the first few months of operation. “Due to the installation of this security solution we have saved the company thousands of dollars, which paid for the system immediately.” In fact, the solution provided by Computer City more than paid for itself in its first year of operation. The ease of operation, expandability of additional cameras and flexibility of using a mix of previous and new equipment made this an easy choice for Gosling Brothers Ltd. Michael Woodley, Gosling’s IT Manager, stated: “We have been very pleased with this solution. Computer City approached us with options that catered to our needs and within our budget, creating the opportunity for expandability that was impossible financially through other types of security systems, especially the simplicity of adding a camera at any time when required made the solution even more appealing.”