

# Dreamline Wireless



## Customer Profile

Dreamline Wireless  
Carlsbad, CA.

Dreamline Wireless is a boutique wireless communications retailer located in Carlsbad, Calif. A reseller of Verizon products, Dreamline is focused on providing its customers with world-class customer service along with technically advanced and innovative products that are the right fit for their lifestyle.

## Challenge

Like all small retailers, Dreamline Wireless' primary challenge is controlling shrink, particularly shoplifting and employee theft. Store owner, Howard Kirshner, needed a video solution that would secure the store's valuable inventory while enhancing safety for customers and employees. Kirshner wanted a surveillance solution that would gather more information regarding loss incidents and help him monitor employee-customer interaction both in-store and remotely.

As a small business owner with no full-time security staff, Kirshner also

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needed a solution that was easy-to-use, cost effective, and could be installed with minimal IT involvement. While many systems offered the functionality required, only one system, the NLSS Gateway from Next Level Security Systems, provided immediate value and long-term expansion possibilities.

## Solution

The NLSS Gateway is a networked security solution that combines the critical elements of a sophisticated physical security system with enterprise-class capabilities into a single platform. It integrates networked video management, IP access control, video analytics and intrusion from the ground up to enable data correlation between these traditionally separate subsystems. The innovation of combining these applications into one intuitive interface enhances the

user's situational awareness without complex installation or software development.

Kirshner installed the The NLSS Gateway to manage streams from four Axis Communications IP cameras and one Panasonic IP surveillance camera. The NLSS Gateway's event management system provides an easy way to search video, set-up alarms and

archive video through a standard time line, 3D live time line or a traditional event table log. Alarms, including motion, door access, system status and various video analytic rules, are easily scheduled through the same interface. Clicking on a specific event brings up the corresponding security and video data.

"I don't have time to manually search through hours of video and the NLSS Gateway makes it is easy for me to find a specific event and browse through event history," Kirshner said. "This also demonstrates how easy the system is to use. You don't have to go through an extensive training process as the interface is based on technologies commonly used in the consumer market."

## Results

Dreamline Wireless is focused on leveraging all the features and benefits of the award-winning NLSS Gateway, but Kirshner has been particularly impressed with the unified aspect of the platform as it incorporates multiple security systems into a single solution. With the NLSS Gateway, video surveillance data is automatically correlated with access control data to provide the company with an overall view of what is occurring in the store. For example, if a back door is left ajar, the system will alert the store manager and allow them to view corresponding video footage without switching to another view or console.

Video analytics are also integrated into the NLSS Gateway that presents analytic events alongside related information from the video management and access control systems. Dreamline is currently using the face grab analytic at the front register and people counting at its entrance. Face grab captures images of individual's faces and can be used to cross reference authorized personnel or against criminal databases. People counting is useful to develop traffic trends to determine the number of staff members to schedule at peak times.

Even though the system provides a host of valued capabilities, Kirshner commented that he finds the remote management package to provide the most immediate and long-term value for the company. With remote management capabilities, Dreamline can access, configure and monitor all aspects of its security system from anywhere and at any time through a web browser. In addition, software is automatically updated remotely, eliminating the need for on-site support.

"The NLSS Gateway enhances my ability to be mobile by providing me with access to events and video from any Web-based device," Kirshner said. He can also easily program the system to send specific event alerts to his mobile device via text message or email.

"The remote access provides tremendous benefits as now I can view video from anywhere," Kirshner said. "As an owner who often can't be on-site at all times, the ability to view what is happening at anytime is critical to the success of my business and it provides me with peace of mind that everything is running as it should in the store."

In addition to enhancing security and limiting loss, Dreamline Wireless has also found the NLSS Gateway to be useful to enhance training and customer service. Kirshner said he is using the system to monitor employees to make sure store policies are being followed and customer service is provided at the highest level.

"The NLSS Gateway is leaps and bounds beyond other systems offered in the market today," he said. "As we grow our business, the system will be able to easily expand with us, making it ideal for small-to-medium business owners."

### Customer

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### Challenges

- Access video and other security data remotely
- Receive real-time alerts on store activity
- Easy to install with minimal IT knowledge
- Required analytics for fast video search

### Solution

NLSS Gateway Mirco (GW-500)

### Results

- Comprehensive view of security operations through a single interface
- Analytics including face capture and people counting optimize business solutions and increase safety
- Remote management allows for access to all system features from anywhere through a Web browser