

CASE STUDY

Domino's Pizza



#ACTIHYGIENE

Simplifying Surveillance

About Domino's Pizza

Domino's Pizza is the seventh largest fast food restaurant chain by number of locations in the world (15,000).

Jubilant FoodWorks Limited is a Jubilant Bhartia Group Company. The Company was incorporated in 1995 and initiated operations in 1996. The Company got listed on the Indian bourses in February 2010.

Mr. Shyam S. Bhartia, Mr. Hari S. Bhartia and Jubilant Consumer Pvt. Ltd. (formerly Jubilant Fresh Pvt. Ltd.) are the Promoters of the Company. The Company & its subsidiary operates Domino's Pizza brand with the exclusive rights for India, Nepal, Bangladesh and Sri Lanka. The Company is market leader in the pizza segment with a network of 1,249 Domino's Pizza restaurants across 276 cities in India (as on June 30, 2019).

Highlights

- 1,249 Outlets in India
- Presence in 276 Cities in India
- The Company & its subsidiary operates Domino's Pizza brand with the exclusive rights for India, Nepal, Bangladesh and Sri Lanka.
- The Company is the market leader in the organized pizza market in the pizza home delivery segment in India
- Domino's vision is focused on " Exceptional people on a mission to be the best pizza delivery company in the world!"

1

CHALLENGES

Domino's Pizza



Challenges – Domino's Pizza

With the rising number of Domino's Pizza outlets in India, it was important to closely monitor the performance of the outlets.

Based on Securens audit / survey and meetings with various key stake holders, Domino's was actively seeking a permanent solution to the following challenges:

- Dealing with multiple vendors for surveillance systems.
- Unaware of the health of their surveillance systems.
- Unaware about their outlets hygiene and employee behavior / discipline.
- Lack of a single dashboard indicating the performance of the outlets.



2

THE SOLUTION

Securens Systems Pvt. Ltd.

Smart Surveillance Technology At Work For You

Securens visited Domino's Pizza outlets to understand the challenges, gaps and pain areas faced by them.

Securens designed a technologically advanced and innovative surveillance solution **ACTIHYGIENE[®]** that would capture all the critical areas of the outlets / restaurants required for Standard Operation Procedures (SOP) compliance.



Simplifying Surveillance

With ACTI**HYGIENE**[®], Domino's outlets are monitored digitally via our Central Monitoring Station (CMS) using new age surveillance technology and video analytics.

ACTI**HYGIENE**[®] monitors & ensures Standard Operating Procedures (SoPs) are adhered as it is critical for brand quality.

By using ACTI**HYGIENE**[®] restaurants have noticed Sale/Cash counters are always manned, employees efficiency has increased, hygiene is maintained in kitchen and dining areas. With daily reports on each parameter, customers have identified various problems and taken timely decisions.

Additional to ACTI**HYGIENE**[®], ACTI**CARE**[®] & ACTI**HEALTH**[®] are also installed at Domino's Pizza outlets.

ACTI**CARE**[®] : Offers twice-a-day hardware functioning testing and annual maintenance contracts for the surveillance equipment.

ACTI**HEALTH**[®] : Upkeeps system maintenance and includes service equipment supply and installation.

Video surveillance is not only about security. It's about insights that can help you improve efficiency, achieve better safety standards & design better business processes.

Benefits of eSurveillance

The potential benefits of eSurveillance include:

Business intelligence; timely reporting, investigation, and response to incidents; **enhanced efficiency**; real-time insights via live monitoring; **remote operability, visibility and flexibility**; generation of automated alerts on a mobile dashboard; **improved interoperability**; standardization and adherence of SOPs; **superior safety and security**.

India's highly acclaimed eSurveillance system **ACTIVEDETERRENCE™** by Securens, is an enterprise IoT solution equipped with advanced sensors and AI capabilities which can prevent and protect businesses from financial loss / loss of life due to criminal activities or operational interruptions i.e. fire, gas leaks, theft, burglaries, pilferage, vandalism, unauthorized access etc.



3

THE RESULT

We protect what matters most to you

The Result Speaks For Itself

Within a short time of installation of **ACTIHYGIENE®**, **ACTICARE®**, **ACTIHEALTH®** the following benefits were observed:

- All the outlets are opened and closed on time.
- Employee efficiency increased as they know they are under surveillance.
- All the SOPs are followed.
- Hygiene is maintained in all the outlets.
- Customer receives daily reports that help them in making informed decisions.

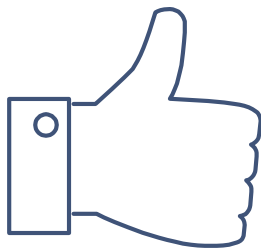
- All the surveillance equipment are functional 24x7x365 days.
- PAN India supply, installation and maintenance of surveillance equipment with a single vendor.





11,500+

Total number of incidents / crimes
DETECTED & DETERRED
in India by Securens till October 2019.



THANK YOU

Any questions?

Contact a surveillance expert today

marketing@securens.in

www.securens.in