

Case Study - The Beer Café



SECURENS[®]
Prevent crime before it happens

ACTiHYGIENE



Key Facts

- 50+ Varieties of Beer
- 20 Different Styles from 20 Countries
- 35 Cafés in India
- 12 Cities in India

ABOUT OUR CLIENT

Rediscover the true brew with India's largest and most awarded beer chain.

Founded in 2012 by Rahul Singh, with a vision to stimulate communities towards a fun and responsible drinking culture, The Beer Café is the largest, fastest-growing alcohol beverage service brand in India, pouring over 50 plus brands from 20 countries including popular premium brews like Fullers London Pride, Hoegaarden, Erdinger and Murphy's. And in instances, when you're not feeling beery, there's not a few but over 40 cocktails to explore spanning across some crazy concoctions.

CHALLENGES FACED BY OUR CLIENT

With an increasing number of The Beer Café outlets opening across the country, it was important to closely monitor the performance of all the outlets.

Few of their challenges were:

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



MANAGED VSaaS SOLUTION

Siloed management of disparate security, safety and operational systems leaves too many opportunities for error and ultimately creates unwanted and unnecessary inefficiency. Therefore, the only way to feasibly tackle a challenge of this scope and scale is to adopt a managed **Video Surveillance-as-a-Service (VSaaS) solution i.e. ACTIVE DETERRENCE**: uniting surveillance systems and enabling multiple levels of monitoring and control from a single reliable platform. This is where intelligent surveillance monitoring and control integration can offer real benefit.

NEW AGE TECHNOLOGY

The word surveillance comes from a French phrase for "watching over" (sur means "from above" and veiller means "to watch"). At Securens, with our award winning Monitoring Centre, we keep watch over your business and everything that matters the most to you. Peace of mind is a matter of choice !



SMART SURVEILLANCE TECHNOLOGY AT WORK FOR YOU

Securens visited The Beer Café outlets to understand their requirements and designed an eSurveillance solution **ACTiHYGIENE** that would capture all the critical areas of the outlets / restaurants required for Standard Operation Procedures (SOP) compliance.

The primary benefits of **ACTiHYGIENE** are:

- Cleanliness of the outlets (Quick Service Restaurants)
- Monitoring of store opening and closing discipline
- Employee punctuality and behaviour monitoring
- Monitoring of housekeeping personnel
- Single eSurveillance partner pan India

CONNECTING YOUR BUSINESS TO THE SURVEILLANCE TECHNOLOGY RESOURCES YOU NEED

The potential benefits of eSurveillance include:

Business intelligence; timely reporting, investigation, and response to incidents; improved data quality; real-time live monitoring capabilities; reduced physical security guard costs; remote operability, visibility and flexibility; generation of automated alerts on a mobile dashboard; improved interoperability; standardization and portability.

India's highly acclaimed eSurveillance system **ACTIVE DETERRENCE** 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.



CLIENT REVIEW

In the Food & Beverage industry, service and cleanliness are the most important factors that can make or break the brand. We were keen to find a system that could check these parameters in our outlets on a daily basis.

The ACTiHYGIENE solution by Securens made it possible. We could test these attributes everyday, even twice a day, ensuring consistent quality and brand check parameters in all our outlets.

We are appeased with the services of Securens and highly recommend it to fellow restaurateurs.

Rahul Singh
Founder & CEO
The Beer Café



simplifying surveillance

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