

RELOCATION SPECIALIST IMPROVES WAREHOUSE SECURITY WITH BLACKBERRY SOLUTION AND CCTVMOBILE VIDEO STREAMING



Consolidated Services provides commercial relocation services and storage solutions for business clients around the UK. One of its main services is storage and inventory management. Consolidated has a purpose-built 300,000 cubic foot warehouse located close to London, with easy access to major travel links across the UK.

In early 2008, Consolidated decided to implement a BlackBerry® solution for the company's four directors because "our business is driven by emails," says Graham Meek, Logistics Director at Consolidated. The directors spend much of their time visiting sites or in the warehouse. The BlackBerry solution "seemed the natural course to take" for the company, explains Meek.

Consolidated installed a BlackBerry® Enterprise Server and issued each director with a BlackBerry® smartphone.

THE CHALLENGE

Based on the success of the BlackBerry solution, Consolidated started to evaluate how this existing investment could be further utilised to achieve business efficiency and deliver improved customer service. The first business process to be evaluated was warehouse surveillance. "Our warehouse is protected by an alarm system and 16 CCTV cameras," says Meek. During office hours, staff can monitor activity in the warehouse from their desktop computer. "The challenge was that when no one was in the office, we had no way of checking the cameras," said Meek.

THE SOLUTION

The firm that installed the security system suggested that Consolidated contact CCTVMobile, a BlackBerry Alliance member that has developed a solution capable of securely streaming live video feeds from security cameras to BlackBerry smartphones. After a demonstration of the features and benefits that CCTVMobile could offer, Consolidated quickly deployed the solution.

Today, Consolidated can view the live feeds of all the security cameras in the warehouse on their BlackBerry smartphones. Viewing and controlling the cameras is done using the CCTVMobile ConnectVu® application on the smartphone. The video is streamed from the CCTVMobile ConnectVu® video server through the BlackBerry Enterprise Server.

BENEFITS

**REMOTE MANAGEMENT
OF WAREHOUSE**

LESS WASTED TIME

**INCREASED
RESPONSIVENESS**

**IMPROVED
CUSTOMER SERVICE**

"When I'm in the warehouse, BlackBerry lets me stay on top of my email. When I'm away from the office, BlackBerry lets me monitor the warehouse and manage my email."

Graham Meek,
Logistics Director at Consolidated

Bez Ghazani, co-founder of CCTVMobile which started in 2005, says, "What makes CCTVMobile unique is its ability to provide a high quality image and fast frame rate over any kind of mobile data connection, even GPRS." Sales have really taken off with the growth in popularity of BlackBerry smartphones, because, says Ghazani, it's a "natural fit" – many business owners are BlackBerry smartphone users and have premises protected by security systems with CCTV cameras. Although CCTVMobile is available for several mobile platforms, Ghazani prefers deploying on a BlackBerry solution because "BlackBerry enhances our service." He says that the screen quality of the BlackBerry smartphones make CCTVMobile's video quality look even better than it already is, while the BlackBerry Enterprise Server provides secure transmission of the video stream "while preserving video quality."

THE BENEFITS

According to Meek, the return on investment of CCTVMobile with the BlackBerry solution is two fold. One advantage is remote management; the other is less wasted time. "When a shipment is supposed to leave at a certain time, I can check to make sure the team is on time. If I see there's a problem or they're running behind, I can give them a call and resolve any issues." The company is also alerted if the alarm system is triggered. "I live 30 minutes from the warehouse. If I get a call at one in the morning, I used to have to jump in the car and go to the warehouse to discover it was a false alarm. Now I can log on to the cameras from my BlackBerry and see what's going on."

The BlackBerry solution has also made the company more responsive. As Meek explains, "very few of our customers phone us anymore to ask for a quote or information. What they tend to do is send us an email and give us a couple of hours to reply. BlackBerry lets you reply to emails during the course of the day and forward anything important to someone at the office who can handle it right away. Customers appreciate that kind of responsiveness."

Meek sums up the benefits: "When I'm in the warehouse, BlackBerry lets me stay on top of my email. When I'm away from the office, BlackBerry lets me monitor the warehouse and manage my email."

For further information: www.blackberry.com/go/success

**BLACKBERRY CASE STUDY
CONSOLIDATED SERVICES**

