Securitas ES Racks Up Rewarding Retail Integration Project

Rack Room Shoes recently underwent a $16 million expansion to its Charlotte, N.C., headquarters, which afforded the retailer an opportune time to try on a new campus security program for size. Rack Room Shoes management looked to better protect its corporate associates, customers and assets, and also decided since the shoe fit, to update electronic security in all new retail builds and overhaul its nearly 25-year old loss prevention program too.

Securitas Electronic Security (SES) built upon its relationship and tackled the project for this retailer, whose operations number 500+ retail locations and more than 7,500 employees. Leveraging its portfolio of intrusion, fire, video, access control and monitoring services as well as its comprehensive online customer portal, SecureStat®, SES outfitted Rack Room Shoes with a nearly $1 million combined project ($350K for headquarters, $460K for retail locations) worthy of SSI Installation of the Year nomination status.

“Being in the security industry for 25 years, I have long been familiar with SES [formerly Diebold Security] and their reputation as a leader in the electronic security space,” says Johnny Turner, director of loss prevention, Rack Room Shoes. “Over the years, I have developed strong relationships with SES leadership.”

Extensive Systems Update Headquarters, Retail Security

Turner says Rack Room representatives made several trips and held several meetings during the evaluation process, visiting SES’ headquarters and monitoring center in Uniontown, Ohio, as well as the SES Engineering Center of Excellence in Elmsford, N.Y.

The project kicked off in early 2015 and took roughly 2,050 man-hours, according to Turner, whose team worked with SES on identifying crucial coverage areas as well as providing network connectivity. On the SES side, risk assessment and design was managed by Danny Putnam, VP, engineering & Center of Excellence (CoE).

At Rack Room’s headquarters, SES implemented access control, ID badging, intrusion detection, video surveillance, fiber-optic cable plant, emergency stations and integration into alarm panels for exterior windows, according to Putnam. The retail locations’ scope included alarm panel conversion, IP video cameras, NVRs and public view monitors. Brands enlisted included Axis cameras, Lenel access, March Networks NVRs, Aiphone intercoms, and Code Blue emergency phones.

“Challenges came when looking to sync up installations with the current construction project to double the size of the Rack Room headquarters building,” says Kevin Engelhardt, SES SVP Field Operations. “This required keeping all existing systems up and running until the new building came on line ... it was necessary to align with the ongoing construction process and ensure all required mechanical, electrical and plumbing trade coordination was considered.”

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“The capability to yield high-definition video via their installed IP cameras affords Rack Room’s loss prevention team new ben-