

Eyes always on for Florida-based dollar store

By RHIANNA DANIELS

BOCA RATON, Fla.—Discount retailer 99 Cent Stuff added a digital video management system to a number of its stores recently that Raymond Zimmerman, chief executive officer of the company, said produced a high return on investment.

“In the first week, we caught four people stealing,” he said. “It paid for itself that week.”

The system from Eyeson allows store officials to monitor security operations as well as management functions and employee behavior. Although the system has generated almost immediate positive returns on the loss prevention end, Zimmerman said it has also been a powerful tool in determining employee behavior.

“We never suspected we would find people violating safety principals and not working,” he said. “The system helped our shrink, but it also helped productivity.”

Another benefit for multi-location retailers, like 99 Cent Stuff, is that video and corresponding information can be viewed remotely, making it simpler for Zimmerman and other officials to watch over service and management aspects of the business. In total, the company operates 19 stores throughout South Florida and Zimmerman, who makes decisions relating to security for the publicly traded organization, said the system is slated for installation in up to half of its high-security locations.

Raphael Adouth, chief executive officer of Eyeson, said that the fact that the solution is expandable and information is available to review over the Internet makes the system a good fit for retail environments.

Adouth, who has a background in the retail industry, said that preventing high shrink levels is about implementing smart security procedures, such as tracking merchandise from the point of delivery to exit, and securing all points of entry.

“Loss prevention is really about understanding how losses occur and how they are prevented,” he said.