



AVIGILON™

# AVIGILON ALTA & ESTEAMED COFFEE INC. CASE STUDY

Avigilon Alta Cloud Video Security Solution Creates  
a Safe Space for All at a Unique Coffee Shop



**MOTOROLA SOLUTIONS**



In Cary, North Carolina, resides a unique establishment that has enhanced the lives of some of the most vulnerable in the local community. Estemed Coffee Inc. (Estemed Coffee) is more than just a coffee shop. It is a non-profit café that employs individuals with various disabilities, most of whom have never been given meaningful employment opportunities.

The organization strives to lower the 70%+ unemployment rate for people with disabilities by creating meaningful job opportunities in a warm and supportive environment. It has employed a total of 21 adults with disabilities and 40 volunteers. Estemed Coffee also works to support families, customers and the local economy in different ways, including using the shop space to showcase 21 local artists with disabilities and hosting special evening events for the community.

However, like any other business, Estemed Coffee understood that they must create a safe and secure environment for their employees and customers. One important way to achieve this was by deploying a reliable video security solution.

## CUSTOMER PROFILE

Estemed Coffee Inc.  
North Carolina

## INDUSTRY

Non-profit organization and retail

## SOLUTIONS

Avigilon Alta Aware video management software  
Avigilon Ava Dome camera  
Avigilon Ava Compact Dome camera

## BENEFITS

With the cloud-native Avigilon Alta video solution, Estemed Coffee can remotely detect, monitor and respond to potential incidents at their store. With this technology, the organization can safeguard staff and customers while capturing evidentiary footage for investigations.

The reliable Alta video system gives Estemed Coffee peace of mind when it comes to safety and security. They no longer need to worry about cameras not operating or footage of incidents not being recorded and stored.

Thanks to the AI-powered Avigilon Ava cameras, Estemed Coffee can utilize the occupancy counting feature to pull reports from Avigilon Alta Aware video management software to show customer count statistics. This helps to prove the organization's positive impact on the community, which in turn helps them obtain grant support.





## CHALLENGE

### Staff Safety Is Paramount

Given the vulnerability of its employees, safety is a top priority for Esteamed Coffee. The café decided to upgrade its legacy security system following a serious incident that occurred involving an employee. The customer attempted to coax an employee toward his truck. Fortunately, a manager was able to intervene before the employee got in the truck, but this situation highlighted the importance of an effective video security system, which could not only help deter such events from happening but also alert managers when potentially critical events occur.

In addition, on several occasions, a few customers acted inappropriately towards employees, causing distress. Had there been a comprehensive video security system installed inside the café, the Esteamed Coffee team would have been able to look at the security footage, identify the customers and notify the local police department so that no-trespassing notices could be issued to safeguard their staff. Not only would this give the employees and Esteamed Coffee management team peace of mind, but so would the families of the employees.

### Unreliable Video Security

More often than not, Esteamed Coffee was facing situations where its team required footage but was unable to retrieve it due to the unreliable quality of the video security system. An example of this was when the local police department wanted to see the footage captured by the café's exterior security camera for an incident that occurred. However, when the team sought to gather the relevant footage, they couldn't find it as the camera was not working properly.

Dead batteries, poor-quality images and the inability to manage video security remotely meant the current system was not up to the job and, with the town's population growth and increased incidents of vandalism taking place, Esteamed Coffee's management team understood they needed to be proactive. A new video security solution would also help the team keep an eye on stock shrinkage and deter any shoplifters from stealing products.

### Inefficient Practices Create Problems

It's not just the safety aspect that Esteamed Coffee was concerned about with regard to its video security operation. Multiple business processes were proving to be inefficient and holding the café back from performing at its best consistently. One such area was customer counting. This analysis is crucial to understanding when they can expect busy periods, so enough staff is on hand to handle the rushes, but just as importantly, the customer count figure helps the organization apply for grants and prove their positive impact on the local community.





## SOLUTIONS

After being made aware of Avigilon, a Motorola Solutions company, Esteamed Coffee was impressed to see the capabilities of the cloud-native Avigilon Alta suite of security technologies and how it would help them overcome the challenges they faced. As a result, the store deployed the Alta video solution, in particular, the cloud-connected, AI-powered Avigilon Ava Dome and Compact Dome security cameras alongside Avigilon Alta Aware video management software (VMS).

The Avigilon Alta solution is Avigilon's cloud-powered security suite of technologies, which helps businesses manage their security from anywhere. This 100% serverless solution is open, flexible and scalable. This means it can effectively address the security challenges of today and tomorrow by integrating with other security systems, allowing teams to manage security exactly how they want and scale up as the business grows.

The Avigilon Ava Dome camera is a rugged solution ideal for exterior installs, capable of providing up to 4K resolution and reliable coverage day and night in all weather conditions. The Avigilon Ava Compact Dome is a sleek, low-profile video security camera that can capture great footage in challenging lighting conditions, making it ideal for interior deployment.

Both video security cameras come with built-in intelligent edge analytics, such as occupancy counting, that enables security teams to monitor activities effortlessly. When these analytics detect anomalies, whether it's people in restricted areas or loud noises,

the incident is instantly flagged to operators on Avigilon Alta Aware VMS. This allows the security team to respond quickly and bring the event to a safe conclusion.

With regard to the installation, the Avigilon team volunteered their time and expertise to ensure Esteamed Coffee's new video security solution was up and running. The Avigilon Ava Dome cameras were installed along the exterior of the store, while the Avigilon Ava Compact Dome cameras were installed inside. All the cameras were installed and in operation very quickly, meaning there was no disruption to the business.



The Avigilon Alta team is great, and they truly care! To have them come over to our store, understand our security needs, and train us up on the technologies was very much appreciated and allowed us to hit the ground running with our new video security system.

– **Tamara Lapsley, Co-founder and Board Chair at Esteamed Coffee Inc.**





## THE BENEFITS

### Safeguarding Staff and Customers

Now, with an effective video security solution in place, staff and customers feel much safer knowing that a security system is there to help protect them. The presence of these cameras is usually enough to deter an incident from taking place. However, if a situation arises that results in distress for an employee or a customer causing trouble at the store, Esteamed Coffee management can utilize the high-quality video captured by their Avigilon Ava Dome and Compact Dome cameras on Alta Aware VMS.

The easy-to-use search function of the VMS allows the operator to quickly find the footage to analyze what happened during an incident, identify those responsible and seamlessly export this footage so local law enforcement can respond accordingly.

### A Solution That Can Be Relied Upon

The Avigilon Alta solution has substantially improved the video security operation for Esteamed Coffee. It is incredibly reliable, provides actionable insights to enhance store operations and helps with investigatory processes. No longer is the management team worrying about one of their cameras not working properly or footage not being stored on their system. The Avigilon Alta video solution has helped to reduce shrinkage from theft as well as provide video security support to local businesses near Esteamed Coffee.

Compared to their legacy system, Esteamed Coffee's team has found it much easier to manage security operations now. As the Alta video system is a cloud-connected solution, it allows members of the team to monitor video security from anywhere at any time, meaning they can quickly respond to alerts sent to Alta Aware VMS by their security cameras and help distinguish any threats. The difference between this and their legacy system is night and day, and a significant burden has been lifted off the shoulders of Esteamed Coffee.



The Avigilon solution gives us peace of mind — you can't put a dollar value on that. It's priceless.

— Angie Hudson, Co-founder and Executive Director at Esteamed Coffee Inc.



## Occupancy Counting Proves Positive Impact

The AI-powered video analytics capabilities of the Avigilon Ava Dome and Ava Compact Dome cameras have helped Esteamed Coffee in a vital area of its business operations. With the occupancy counting analytic feature of their new security cameras, the business can monitor their store and keep a rolling total of the current occupancy of people inside their store. Not only does this help to optimize stock and staffing levels, but the customer count statistics help to prove the positive impact Esteamed Coffee is having on the local community by providing their service. This information can help the organization apply for grants that can then be used to enhance the coffee shop and employ more staff with disabilities.

## CONCLUSION

With the deployment of the Avigilon Alta video solution, the store has proven to be a safer space for their employees to work in and for customers to enjoy their service. The Avigilon team stays in regular contact with the store's management team to train them and ensure Esteamed Coffee is getting the most out of their system to better safeguard people and enhance business operations. As the store continues to get busier and more customers stop by, this incredible coffee shop is well-placed to continue to have a strong positive impact on the local community in Cary and provide a fantastic employment opportunity for the most vulnerable.



With our previous system, we were restricted when it came to investigating incidents, and it was a stress that our staff didn't need. With the Avigilon Alta video solution, we finally have the technology to thoroughly investigate events so swift action is taken. The entire staff is thrilled to have this new system in place to ensure our safety.

— Angie Hudson, Co-founder and Executive Director at Esteamed Coffee Inc.





To learn more, visit:  
[www.avigilon.com](http://www.avigilon.com)



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