



National big box retailer reduces parking lot loitering and graffiti by 99%.

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Danon Vaughn, Ransom Shield



RANSOM SHIELD™

INDUSTRY:

Retail

LOCATIONS:

3 stairwells

SOLUTION:

12 cameras

RESELLER:

Ransom Shield

Atlanta-based security integrator Ransom Shield was approached by North American Development Group to address a critical security issue at The Prado, a multi-use property in Roswell, Georgia. A big box retailer on the property was experiencing a variety of illegal activities in its stairwells and secluded corners of its parking lot, including graffiti, loitering, and people sleeping.

The Challenge: Persistent threats in difficult locations

After ongoing criminal activity in the property's stairwells and a secluded corner of its parking deck, the retailer needed a better solution. These areas were plagued by graffiti, loitering, and other illegal activities, which were not only expensive to resolve but also created an atmosphere of unease.

To make matters more difficult, a significant obstacle lay in the physical environment itself: the concrete stairwells had no existing power or network connectivity, making a traditional camera installation difficult and expensive. The client needed a solution that could overcome these physical limitations and deter crime in real time.

The solution: Custom installation with real-time alerts

Working closely with the client, Ransom Shield developed a tailored solution that addressed the unique challenges of the property. The team installed 12 cameras across three stairwells, running fresh conduit to install cameras in solid concrete.

They installed four panoramic cameras per stairwell to provide a wider view and ensure all entrances and landings were covered. Having a local reseller inspired confidence, knowing they could provide ongoing maintenance and a direct point of contact for the property.

Key factors of the implementation:

- A focus on addressing the problem with real-time alerts and deterrence, rather than just passively recording.
- Reduced potential points of failure using the Game Changer cable, which enables them to avoid repeaters and extenders
- Rack in the electrical room with backups to ensure cameras stay online during power outages.
- The final install was a hybrid solution that provided both the real-time access of the cloud and the on-premise storage required by the client.
- Providing local law enforcement with direct access to the VMS and alerts, enabling faster response times and more efficient investigations.

Results: A new standard of safety

The real-time camera access and alerts have led to a 99% decrease in illegal activity and property damage, eliminating the need for expensive graffiti cleanup and additional patrol, proving a return on investment and making tenants feel safer.

Police officers assigned to patrol the facility now have direct VMS access to the cameras and alerts, enabling them to respond to incidents quickly. "The ability to offer real-time camera access and intelligent alerts through the Eagle Eye Networks platform was a game-changer for this project," said Danon Vaughn from Ransom Shield.

"Their solutions provided the reliability and proactive security our client needed," Vaughn went on. "And the seamless integration with local law enforcement truly demonstrates the power of a cloud-based system." In one instance, the search function was used to identify a person of interest wearing a specific color shirt, providing critical video evidence for an ongoing investigation.

What's next: A full-scale camera takeover

With a proactive approach and a strategic partnership, Ransom Shield and Eagle Eye Networks not only solved the immediate security challenges but also delivered a solution that ensures long-term safety, efficiency, and a clear return on investment.

The success of this initial project has led to a significant expansion of our partnership. The solution's outstanding performance and ease of use have inspired the property group to engage with Ransom Shield on another one of their properties for a full-scale camera takeover. Their goal is to consolidate all of their properties under a single, unified platform.

Improve your operations with the Eagle Eye Cloud VMS. Contact our team to learn more.

