Case Study

Caribou Coffee Trusts VMAX DVRs
Second Largest Coffee Chain in the United States Monitors Locations Locally and Remotely

There are more than 700 Caribou Coffee locations domestically and around the world, making the company the second largest company-operated premium coffee house in the United States.

The Customer
Caribou Coffee
(Coffee & Bagel Brands)
Headquarters: Minneapolis, MN

Number of Locations:
Caribou Coffee is the second largest company-operated premium coffeehouse in the United States with more than 300 company-owned stores and 130+ domestic license locations in 18 states, and more than 300 international franchise stores in 10 countries.

The people at Caribou Coffee believe this to be true: that if passion, hard work and excellence go into an endeavor, the outcome will be a quality experience, and therefore rewarding.

In 1990, during an adventure through the Alaskan wilderness, the company’s founders journeyed to the top of Sable Mountain. After a strenuous climb, they reached the summit and were rewarded with a sensational view: the boundless mountains, a clear blue sky and a herd of caribou thundering through the valley. That was truly the “aha” moment.

The breathtaking panoramic view became the entrepreneurial vision for Caribou Coffee - a company that believes excellence is a product of hard work, and that life is too short for anything else. This vision serves as a guide as they strive to create a special experience for customers at Caribou Coffee.

Customers experience coffee creations from Caribou Coffee right beside Einstein Bros. fresh baked bagels, all under one roof.

The rapidly expanding company opens up to 50 new locations each year.

The Opportunity
According to Steve Bryant, Senior Manager — Profit & Protection for Coffee and Bagel Brands, the need to provide a safe and secure environment from customers and employees is inherent in the company’s commitment to providing superior products and a one-of-a-kind experience. Obtaining a reliable video surveillance system for each location is only part of the specification for a retail chain that includes standalone locations and stores in shopping malls. It is just as important to be able to view cameras and recorded video remotely from the corporate offices as it is for the managers at the individual locations.

Iverify, the nation’s largest full-service interactive security company, recommended Digital Watchdog® VMAX® Digital Video Recorders (DVRs), a decision that has been repeated in a relationship going back more than seven years.

Key Features:
• Universal HD DVR records all HD Analog formats and all analog to 960H
• Up to 480fps at 2.1MP/1080p recording
• Pivot™ Central Management Software up to 128 channels
• Mobile application for iPhone®, iPad®, iPod®, Android® smart phones and tablets and Apple TV
• OSD and PTZ control via coax (UTC)
The Digital Watchdog® Solution
Bryant mentioned ease of installation and ease of use as two of the features that influenced Caribou Coffee to choose VMAX® DVRs and standardize on them for all company-owned locations.

“Remote connectivity allows us to review live and recorded video from each store,” Bryant explained. “The Pivot™ software is a practical tool.”

Caribou Coffee also uses Digital Watchdog’s mobile apps to view and manage systems remotely. Long-time users of the VMAX® App, the Caribou Coffee is transitioning to the company’s new DW® Mobile™ app that makes it possible to view cameras from multiple locations on a single screen.

The VMAX® A1™ Digital Video Recorder supports all HD over Coax™ formats and all analog to 960H, offering a seamless upgrade to HD resolution. Up the Coax (UTC) remote configuration is available with all compatible cameras. The A1™ is available in 4-, 8-, 16- and 32 channel models with up to 16TB of storage.

Additional features include:
• Up to 480fps at 1080p recording
• Pivot™ central management software up to 128 channels
• Event camera group recording
• Mobile application for iPhone®, iPad®, iPod®, Android® Smart phones and tablets and Apple TV
• Mac® compatible remote ACS software VMAX 2.0 Intuitive graphical user interface
• OSD and PTZ Control via Coax (UTC)
• Signal hybrid detects any camera at any input automatically.
• 4K (3840 x 2160) and true HD video outputs
• HDD calculation and auto recording configuration
• Event notifications via email, text and Pivot™ CMS
• Advanced H.264 embedded DVR
• USB 3.0
• Multiplex - live, payback, recording, backup, network, configuration
• Audio input, audio output
• Sensor input, relay output
• Digital spot monitoring output at D1 resolution
• Simple & free DDNS service
• Push notifications via DW Mobile™ app
• Easy web-based client with multi-user access
• Help menu on major functions
• Auto and manual firmware upgrade available
• 5 year limited warranty

Pivot™ Central Management System (CMS) is a powerful and flexible remote monitoring software, available free with any Digital Watchdog® VMAX® recorder.

Features include:
• Intuitive easy-to-use CMS interface
• Live view up to 128 channels
• Watch live and playback video on the same screen
• Control any of Digital Watchdog’s complete analog solutions in the same window
• Multi-site monitoring
• Multiple site connections up to 128 simultaneous sites
• Live view up to 128 channels
• Dual monitor support
• Panoramic search
• Thumbnail search
• Event search
• Date and time search with advanced timeline
• Bookmark search and management
• Remote DVR configuration
• Remote backup (on supported models)
• System and events log viewer
• Remote DVR configuration
• Event search
• Preview search

Caribou Coffee stores include Einstein Bros. Bagels to complement their premium beverages.

Schedule a Demo Today >
Learn how Digital Watchdog will increase your profitability.