



Marino's Market
Industry: Retail
Location: Birmingham, Alabama

NOVEMBER 2019 | SUCCESS STORY

Avigilon Security Solutions Have Lots in Store for Marino's Market



Avigilon Solutions Implemented

Avigilon Control Center (ACC) Software

Allows for quick and easy review of live or recorded video with a simplified screen layout, intuitive controls and self-learning video analytics.

Self-Learning Video Analytics

Recognize and detect the movements of people and vehicles, notifying operators of events that may need further investigation.

Access Control Manager (ACM) System

Scalable, browser-based software connects with video platforms, alarm panels and wireless locks to secure virtually any space, from anywhere.

H4A Camera Line

Provides high image detail in a range of settings such as offices, hallways and building entrances. Featuring remote zoom and focus, embedded self-learning video analytics and an impact-resistant design, it's a comprehensive solution to enhance security in any installation.

H4 PTZ Camera Line

Combines powerful zoom, high-speed tracking with 360-degree coverage and built-in self-learning video analytics.

In 1925, Tony and Mary Marino proudly founded Marino's Grocery in Birmingham, Alabama, and started a tradition of providing admirable retail service to their community. In 1953, Joe C. Marino "Papa Joe" carried on the same tradition with [Marino's Market](#). His mission was to serve his local community with quality meats, produce and groceries at affordable prices. Today, there are two stores run by Papa Joe's son, Anthony Marino (third generation) and his grandson AJ Marino (fourth generation). Marino's Market still continue to hold the same values that started over 90 years ago and strive to uphold the tradition of having clean, safe stores that leave customers satisfied.

With over 80 employees and roughly 18,000 customers shopping each week at its two store locations, it was important for Marino's Market to promote a safe environment. It was crucial to not only protect its business from customer theft, false liability claims, shrinkage and procurement issues but to improve business operations as well. To address these concerns, Marino's Market wanted to deploy a security system that could provide greater visibility throughout their stores, help ensure employees follow cash procedures correctly, track down deliveries and quickly see when various areas of the stores were last cleaned. Without a comprehensive security system, time, money and inventory were all at risk.

A Good Deal

To improve security throughout its stores, Marino's Market worked with integrator [American Video & Alarm, Inc.](#) to install a complete Avigilon and Motorola Solutions system.



The new system features [ACC™](#) video management software, an [ACM™](#) system and a suite of Avigilon cameras including the [H4 Mini Dome](#) and [H4 Pro](#) models as well as the [H4 Multisensor](#), [H4 Fisheye](#), [H4A](#) and [H4 IR PTZ](#) cameras, which feature [self-learning video analytics](#). Marino's Market also began using Motorola Solutions CLS1410 two-way radios to enable instant communication between store managers, whether they're on the floor or in the office.

Together, the security and critical communications solutions that they deployed helped Marino's Market gain greater insight into the activity within their stores, including shelf inventory levels, cleanliness, theft and accidents. The analytic capabilities of the system help detect potential threats and expedite investigations, and when employees need to coordinate with each other in real-time, they can easily communicate using their Motorola Solutions radios.

"I can't pay someone to watch our video security system as carefully as the analytics do," said AJ Marino, owner of Marino's Market. **"The search capabilities allow me to find an event very quickly, whereas before it would take me forever to find the same information. It's just that easy."**

"When we install an Avigilon system, especially one that also includes Motorola Solutions technologies, we know that our customers are getting the best of the best," said Michael Smith, president of American Video & Alarm, Inc. **"The quality of Avigilon solutions makes us confident in recommending them for a wide variety of installations and use cases."**

Building an Honest Environment

Capturing security video of what's going on in its stores has provided Marino's Market with clear evidence in a wide variety of situations. One such case occurred with a fake slip-and-fall that could have left the company in a difficult position, however, the video captured by the Avigilon cameras showed exactly what had happened and proved that the incident was a false liability claim. The video security system has helped mitigate internal dishonesty, too. Since deploying its Avigilon video security system, the stores have been able to identify instances where cashiers skipped scanning items for their friends or family or purposely under-weighted items. When an incident is detected by the video security system, Marino's Market managers can use their Motorola Solutions radios to communicate information between each other and quickly take action, helping to coordinate security as well as business operations between the two store locations.



Marino's Market has also been able to reduce theft through its Avigilon access control solutions. By restricting access to items that are often targets of theft to authorized personnel and by being able to see who accessed inventory areas at specific times, the stores have been more able to protect their resources. For example, implementing access control on cigarette cases has allowed Marino's Market to verify who accessed the goods and when, and then pair that information with security video to help uncover what really happened when items went missing. With a new Avigilon system in place to help detect these types of events, the stores have been able to find sources of shrinkage and protect their assets as a result.

“Having an Avigilon system is like having a virtual security guard; it gives me so much more freedom because I don't have to do all the work myself — the analytics and search functions of ACC take a lot of that work off my plate,” said Mr. Marino. **“And you can find information so fast that you can respond in near real-time before the perpetrator even leaves the store so that you can intercept them and address the issue.”**

One Happy Customer

Since deploying a comprehensive Avigilon and Motorola Solutions system, Marino's Market says that its security operations are 75% faster than before, and its shrinkage has been reduced by 50%. The Avigilon video security system helps take care of the detection aspect of security while the Motorola Solutions radios help easily maintain fast communication between managers in the moments that matter most. ■

NEXT STEP

Contact our global sales team: sales@danimex.com