



## McDonald's Franchisee Ice Age Management Adopts Orchid VMS



### Simplify

Hassle-free user and admin experience.



### Streamline

Video management and centralize operations.



### Scale

Orchid will grow with you, the limit does not exist.

### Challenge:

As Ice Age Management, a McDonald's franchisee, expanded its locations, the growing need for a more flexible, user-friendly VMS became apparent.

Ice Age had difficulties with a proprietary video surveillance system that did not offer any interoperability between restaurant locations, and an outdated subscription model that removed access to their video data if canceled.

Additionally, Ice Age faced poor video quality, which hampered identification and situational awareness. The company sought an open VMS that offered flexibility in camera selection, server compatibility, and user access, and could scale with the growth of the business.

### Solution:

Orchid Hybrid VMS met the requirements and standards of Ice Age Management, and was selected. Orchid was adopted with local video recording appliances, providing multi-site cloud access of video and system administration.

Ice Age was thrilled to take ownership of video recordings, regardless of their subscription status. The intuitive interface of Orchid removed the need for thick client downloads and updates, while offering convenience and accessibility.

With sophisticated and granular permissions of cameras and access, Director of Technical Services, Jim Lay, is excited about the ability to prevent losses before they occur. More specifically, the ability to restrict access to certain employees.

**“Orchid VMS prevents losses before they can occur.”** Jim Lay, DTS

### Result:

By implementing Orchid Hybrid VMS and open standards-based cameras, Ice Age achieved unprecedented control of their system, while adopting a solution that can grow with their needs.

Ice Age upgraded from a limited selection of cameras to thousands of options, through open protocols such as ONVIF, providing wider ranges of models, resolutions, and on-board analytics.

While retaining ownership of their recording devices, Ice Age was able to benefit from Cloud Management, receiving the latest software updates, automatically pushed to all locations.

Orchid not only enhanced their security posture, but provided real-time insights, enabled proactive operations, and improved employee training.

Ice Age has seen increased efficiency, reduced costs, and streamlined on-site processes across all of its locations. Management is able to provide helpful feedback on a store-by-store basis, and ensure that every location upholds the company's standards.