

Dutch Bros Coffee

Upgrade to Cloud-Enabled System Reduces Costs and Improves Security

Case Study No. 22



Dutch Bros Coffee was founded by two brothers in 1992 as a pushcart, selling coffee in Grants Pass, OR. Today, Dutch Bros Coffee is a high-growth operator and franchisor of drive-through “stands” that offer cold and hot beverages at more than 641 locations in 14 states.

Project Profile

Prior to working with NAVCO, Dutch Bros Coffee relied on their onsite teams to identify problems with their security systems, equipment malfunctions and call in a technician to address it. As a result, issues were sometimes unnoticed or unaddressed for extended periods, leaving the customer open to losses and liability issues. “Before we brought NAVCO in, we were also dealing with our camera systems going down and becoming disconnected due to system network issues or needed camera updates,” said Jason Schmidt, Dutch Bros. “This was leaving our stores and people open to risk and leaving us with no way to monitor or see what was happening at our locations when we need to.”

The Dutch Bros Coffee team reached out to NAVCO in 2016 for assistance in designing a solution to help secure their locations, employees and valued customers. Since they were very IT savvy, the solution could involve cloud-enabled products and services deployed in such a way to keep costs down and performance up. The go forward plan was to use the cloud products of DMP and OpenEye, as well as hire and develop a dedicated NAVCO remote services department headquartered out of its Dallas offices to support the entire country.

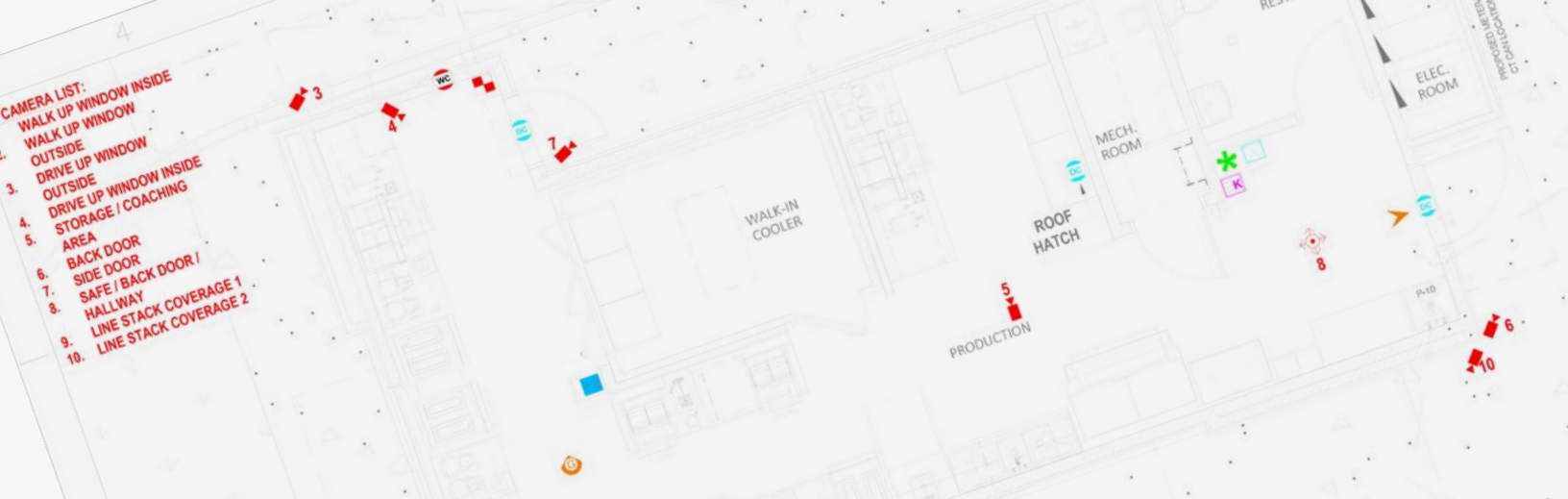
The DMP Virtual Keypad solution is perfect as a cloud-managed access and alarm application. DMP’s Virtual Keypad makes it easy to manage access and codes for employees across the country. Traditional motion sensors were included to backup door contacts and any other possible entry points, along with glass break sensors to help deter and prevent unwanted access into the building and a panic button to quickly request help in a distress situation.

Incorporating the OpenEye cloud-managed video system gave Dutch Bros views of all points of interest with known issues in and around the stand. This total solution provided coverage of the Point-of-Sale locations, the safe, exterior doors and the drive-thru. The goal was to have enough high-quality video to provide any evidence in case of a crime and protect against any legal action while allowing easy remote monitoring and management of the system. They wanted to make sure their team members in the stands (stores) were experts at making customers happy with great coffee drinks while letting security experts manage their systems remotely. The new process of remotely assigning credentials for both the DMP and OpenEye cloud-based systems to new employees drastically reduced the amount of time Dutch Bros was spending, saving them time and money. It also allowed law enforcement to speed up their investigation process, making it a win-win situation for everyone.

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— Jason Schmidt, Dutch Bros Coffee

While the new system worked great, like all technologies, the system management takes a dedicated staff to manage it correctly. NAVCO’s Remote Services team in Dallas, Texas allowed Dutch Bros. to outsource a bulk of that work to NAVCO while still being completely in control of their locations. Because of the capabilities of both the DMP and OpenEye technologies, the deployed Dutch Bros systems allows NAVCO to complete firmware updates and reboots without dispatching a service technician, shortening the downtime and sometimes a fix can be accomplished in five minutes. And if a technician does need to be dispatched, it is now an “intelligent” truck roll because the problem is verified and technicians that are dispatched are prepared often with the parts needed to resolve the issue on the first visit.



As both the DMP and OpenEye systems are in the cloud, NAVCO provides remote service management of those devices on behalf of Dutch Bros. The secret sauce is NAVCO's project management and standards team, which ensures every deployment is installed to Dutch Bros standards and the programming maximizes their technology investment. The NAVCO project team facilitates new opening dates with all the trades involved in building new stores while also managing the technology updates needed to keep 600 plus locations all working together.



Solutions and Results

Because of how NAVCO is now staffed with remote cloud experts to partner with Dutch Bros in the analysis and maintenance of their electronic security systems, saving money on truck rolls to keep everything working became a welcomed added benefit to the investment in cloud-enabled systems. "Now we're able to remotely solve many issues without needing a technician to set foot onsite. Our percentage of truck rolls has gone down drastically, which has helped reduce costs," says Jason. "With NAVCO's Remote Admin Staff, they're able to take care of most of the camera updates remotely to ensure we maintain network connection and the cameras continue to operate as they should. We push updates via integration with the DMP Access Control & OpenEye Video systems, saving more unnecessary truck rolls and costs." Jason additionally appreciates NAVCO's response and resolution rates. "It's been great," he says. "Communication is always easy, and I always get a fast reply."

NAVCO proposed the combination of the DMP alarm kit with the universal wireless transmitter and Virtual Keypad, and the OpenEye 10-camera system with NVR package and OWS cloud access. These services include program management, commissioning, administrative support, labor, miscellaneous installation materials, freight and a NAVCO 1-year warranty.

Cloud solutions are maximized in value with experts trained on how to reduce management costs, outsourcing analysis and maintenance to those who do it fulltime and nationally. NAVCO monitors Dutch Bros systems remotely, providing firmware updates and reboots, decreasing system downtime, and potentially avoiding not having the evidence necessary when an incident occurs. Also, we are able to provide Dutch Bros with an "intelligent" service call because we have already tried the remote fixes, and when we come out for a service call, we often have an understanding of what the issue might be and may have the parts available to fix it on that first trip. All in all, the complete cloud solution we are providing to Dutch Bros allows them to run their business as efficiently and safely as possible.



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