



Case Study

Featuring:

GULFEAGLE SUPPLY

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Prevent loss first, then catch them if you can

With over 52 locations nationwide, Florida-based roofing & building products company, Gulfeagle Supply, recognizes the potential benefits of replacing guard-based services with managed video surveillance.



**Brad Resch, President,
Gulfeagle Supply**

Needs change

In recent years manufacturers, in this industry, have changed the way they package goods.

"As real estate prices have increased, we've started to store more materials outside than we had in early days," said Gulfeagle's president, Brad Resch.

"This prompted us, maybe 3 or 4 years ago, to look at different security measures. We were storing products outside, inside of a fenced in area, plus we

were having quite a bit of theft here, as well as with our other businesses. Other competitors in the industry were also experiencing the same, so it wasn't anything particularly unique to Gulfeagle Supply."

"We got broken into, actually massively, but fortunately the police were actually following the guys on a 'sting', otherwise we would have been robbed blind."

"Previously all that was needed was to secure the warehouses and use normal monitoring measures; but now, the entire yard perimeter needed to be secured."

Trying the options

"We tried a couple of different products, services, and companies; they really didn't work for us," Resch shared.

"We had used some companies, with some cable type systems, that would sense motion, but those didn't work well."

Gulfeagle tried another company that used cameras. This company had a monitoring service, so they wouldn't ring an alarm, per se, but had someone sitting there watching the video screen.

When they saw somebody on the video screen, they took action, or at least that was what was supposed to happen.

"We got broken into, actually massively," Resch recalled, "but fortunately the police were actually following the guys on a 'sting', otherwise we would have been robbed blind."

"I don't know if the guy was asleep in front of the monitor, or what, but he was sitting there in front of the video, while our property was being stolen, and he never acted upon it."

Mr. Resch described how many of the other products didn't work, so they proceeded to put live guards in their sites. The guards were mostly effective, but he indicated that those methods, overall, did not really work well for Gulfeagle.

Referral - a place to start

"We got a hold of Altec Systems when we learned of them through a business organization we belong to, [Building Suppliers Corporation](#), where another member had recently used Altec Systems' services. I had gotten in touch with Tim Feury (president of Altec Systems) and we basically took what they had and we came up with what I wanted, which was **100% perimeter security.**"



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"I joked around; I wanted it to almost be 'like a prison' and if anyone were to breach the property line, it would immediately trip the alarm."

Assess the need to fit the right solution

"in Texas, which is where this all started, there was literally a 'ring of thieves', so that's why this was a hot topic for Texas when we began. Brad explained, "we started with Altec Systems' solution with six locations, and it seemed to work well. We're probably up to 10 to 15 locations by now. We have been adding them slowly, but surely."

Gulfeagle has other parts of the country that are susceptible to theft, but they don't seem to have the same activity of break-ins. Many of their locations are well-lit and on a good street; some sites are not. Mr. Resch indicated that they are assessing each based on location, and on how each local manager feels about the strength of the security level of his particular property.

Theft prevention in action

"We had a case in Mesquite, TX, where there were two people who had breached the perimeter, came over the fence, it (the system) sent the signal back to Altec Systems' alarm center. The guys looked at the video, saw what



was going on, and contacted the police. The police came out, and I believe they arrested both gentlemen, and we caught them red-handed, which is great."

"There are instances where we were able to avoid the theft, again by calling the police, but we didn't necessarily catch the folks. To me, that's a bonus."

"If we catch them, great, but our first goal is to be sure that we don't end up with thousands, or tens of thousands, of dollars worth of material missing. Then, if we catch a thief in the act, even that much better."

System value

"It is an expensive system, especially in the way we designed it. It would be a lot less expensive if we didn't design it for 100% of the perimeter, but that's the goal."

"If there is any place that the thieves can come in, they seem to be pretty good at finding a way. It did drive the price up in that regard, but, if you look

at what the risk is in losing product, as well as what the alternatives are, there is good value here."

Brad went on to explain, "if you look at a live guard, a live guard costs roughly fifty thousand dollars a year. Then, look at the cost of the Altec Systems solution."

"Generally speaking, for an average location, it is maybe twenty-five thousand dollars a year, which initially we had a real hard time swallowing. That, to us, is a huge amount to spend on a security system, but when you weigh everything...the cost and the benefit, and putting it all together, we've seen that there is real value there."

The value of the right integrator

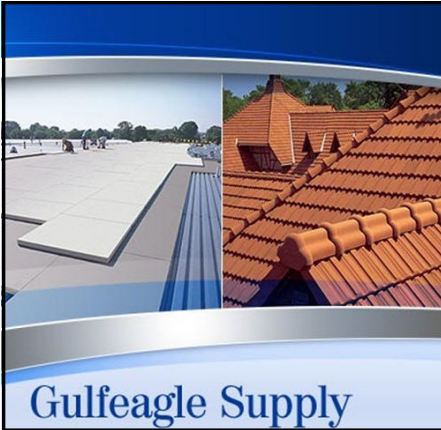
Gulfeagle shared that a significant value Altec Systems brought to the table was the willingness to let them "try before they buy".

"We were trying to see if this was the right system for us, and Tim agreed to install the system, and in so many words, if it didn't work out as we expected, then he would refund our money, sort of speak."

"It was a lot of money, and we had other companies products promise to do 'X, Y, and Z', and so, to spend that money and then find out that the system didn't do what we wanted it to do, was kind of a difficult hurdle, and Tim worked with us through that. I think that, for at least us personally, was an



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important part of the decision.”

Brad mentioned that on another occasion, he had an incident of internal theft, which the system caught. Mr. Resch noted that probably any camera system could have achieved this, but when they had suspicions of someone internally, they contacted Tim, and asked

for the video records of the date.

“I will say that Tim, and the Altec System team, were very proficient on enabling us to find the videos quickly, go right to them, and access them...they were on file; they weren’t lost. It wasn’t a matter of trying to review days and days of video. He was able to pinpoint it to right to the time and date,” Brad noted.

“That was helpful and we ended up having police involved, and it took us a while, but finally, the police apprehended him and we are currently pursuing charges on that individual.”

Know your customer

Altec Systems takes great pride in understanding the customer’s needs and pain points. “We take the time to care-

fully blend together the right solution for each customer and each scenario,” shared Tim Feury, President, Altec Systems.

“In this case, using VideoIQ’s cameras and analytics, combined with advanced video monitoring from G4S’ central station (experts in their field of detecting incidents the moment they occur and then directing security officers or other agencies to the precise location of the event), proved to be the right solution for Gulfeagle’s needs.”

“Developing the right solution while giving the customer the confidence that they’ve chosen the right integrator is what Altec Systems is all about”, noted Mr. Feury. “Our mission is to serve each customer like they are our only customer.”

Gulfeagle Supply

GULFEAGLE is a full line distributor of residential and commercial roofing and building products that offers jobsite delivery to their customers. The company was originally founded as Gulfside Supply, Inc. in 1973 by Mr. Jim Resch. Mr. Resch remains as the current owner and CEO. The company started in Tampa, Florida with one branch and has grown to over 50 locations nationwide.

In 2007, they added GROUP4 Materials, Inc., and acquired two new branches in the Carolinas in Myrtle Beach, SC and Charlotte, NC.

Gulfeagle operates its corporate headquarters (known as the BSC or Branch Support Center) in Tampa, Florida.

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