> Tyco Cloud makes our business a safer and smarter place at more than 100 locations.
> — 7th Generation Recycling

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Tyco Cloud Surveillance Case Study - 7th Generation Recycling

Digitally Transformed Video Surveillance Makes the World a Safer Place

By implementing Tyco Cloud for facility surveillance, 7th Generation Recycling was able to monitor and protect 100 donation locations and decrease instances of vandalism and theft, while upholding their mission to be sustainable.

Introduction

7th Generation Recycling is a family-owned and operated business which is also dedicated to protecting the environment and supporting local communities. Through their partnerships with non-profits, schools and community groups, they strive to accomplish the goal of recycling clothing, shoes and textiles at more than 100 locations across the USA.

The Challenge

When 7th Generation Recycling was first founded, their goal was to recycle purely textiles, clothing that couldn't be used and other fiber plants that could be converted to fiber. The larger the company grew, the more issues they found with collections at remote locations – mainly with vandalism and theft of donations – the mess that would be created around donation boxes was an issue for both the city and property owners. Additionally, they had permitting issues within certain municipalities.

Outside of sustainability concerns, they wanted a security system that could act as a deterrent to tagging and other acts of vandalism, while enabling managers to respond immediately to attempted acts of theft or donations left outside the unit.

The Solution

"We were lucky to find Tyco Cloud from the beginning," said Mike Nijmeh, co-owner of 7th Generation Recycling. "It's ability to centrally manage and monitor cloud based video surveillance from more than 100 locations with the ability to store video in the device or in the cloud or a combination of both was perfect for what we needed."

7th Generation doesn't classify themselves as "technically minded," said Nijmeh, but the simplicity of Tyco Cloud is both easy to apply and to monitor. "We're not IT or technical people," said Nijmeh. "It's such a simple system to take care of and deploy."

Due to Tyco Cloud's plug-and-play capabilities, 7th Generation is able to install the solution using their own personnel, and managers can immediately begin 24/7 monitoring - whether from laptop mobile browser or mobile device.

Nijmeh said one of their number one concerns is to keep the area surrounding each donation unit clean. An important feature that helps them solve this issue, is the ability

to view surveillance footage in real-time. When donations are left outside of a unit, property managers can dispatch a driver to the scene immediately.

A useful feature for 7th Generation is Tyco Cloud's VMS Hyper View capabilities. This feature enables 7th Generation's monitoring center to search through video from up to 100 cameras at the same time in 60 seconds. With 96 stations and 450 cameras, it's imperative that they be able to review footage, such as vandalism or theft attempts, instantly. Hyper View allows them to scrub through recorded video, highlight events to find what they're looking for and then instantly go to full HD video with a single click.

"Tyco Cloud enables us to get a report on service calls, which is distributed on a daily basis," said Ken Nijmeh co-owner of 7th Generation Recycling. "This allows us to track every event and respond accordingly. Another important aspect is that the system allows us to keep the area clean. As soon as something is left outside we can dispatch a driver to pick it up."

The ability of Tyco Cloud to assist 7th Generation in identifying its pain points has been crucial to the growth of the business, trust within the community and the effectiveness of each donation station. While the cloud-based surveillance system does act as a deterrent, 7th Generation also uses the data to make informed decisions about the frequency of when they should service units to prevent theft. During a year long test of the system, they were able to further identify a need for outfitting each unit with rotating bars, to deter individuals from climbing into the chute.

"To me, it was all about the simplicity, scalability and organization of the Tyco Cloud system," said Mike Nijmeh. "We did test other devices, however they were more complicated to install and required more hardware."

The Future
Ken and Mike said they are constantly trying to improve and evolve and are hoping to double their locations next year - now that their security issues have been addressed.

The Customer – 7th Generation Recycling
The textile recycling industry diverts millions of tons in textiles each year and 7th Generation Recycling is working in collaboration with community resources to give a second life to unwanted, or unused household shoes and clothing. Their recycling bins are accessible 24/7 and donations are used to stock local secondhand clothing stores, shipped overseas to those in need, recycled into wiping or cleaning cloths or converted into fiber – which is remade into recycled textile products.

7th Generation Recycling is a non-profit organization whose mission is to run a socially responsible "green" business in a professional and profitable manner, while working with local charities and non-profits to support funding of local programs. In addition to their recycling work, they sponsor and help promote charitable recycling drives to benefit local community programs, while working with local businesses to increase awareness of recycling availability in their neighborhoods.

The Solution Provider – Johnson Controls

Johnson Controls is a global leader creating a safe, comfortable and sustainable world. Our 105,000 employees create intelligent buildings, efficient energy solutions and integrated infrastructure that work seamlessly together to deliver on the promise of smart cities and communities in 150 countries. Our commitment to sustainability dates back to our roots in 1885, with the invention of the first electric room thermostat. We are committed to helping our customers win everywhere, every day and creating greater value for all of our stakeholders through our strategic focus on buildings.

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