



## Specialty Café Launches Opulent Store Complete with Integrated Physical Security and State-Of-The-Art IT

*This one-of-a-kind store required precision project management and services to ensure optimal performance in time for the grand opening prior to the busy holiday season. Technology integrator, Telaid, delivered a fully integrated physical security solution on a tight timeframe, contributing to the successful launch of this landmark store.*

### THE CHALLENGE

An international specialty café franchise announced the opening of a one-of-a-kind flagship store in a major U.S. market. This premier café featured multiple stories of “experiences” - from cozy café seating to an upbeat meeting place or a European bakery - an experience for every customer’s taste and mood. With exceptional attention dedicated not only to café offerings, but to store design, aesthetics and operational functionality, every detail mattered in this luxury space. Deployment of all technology, cabling, cameras and equipment had to be completed to meet unique aesthetic requirements in addition to offering completely integrated and optimized performance.

### THE SOLUTION

Based on previous work completed at a sister location, this leading brand selected Telaid as its technology partner to complete low voltage cabling and manage integration and deployment of a comprehensive physical security solution comprised of several best-of-breed components. The integrated security package included Genetec access control, DMP intrusion solutions and Axis cameras.

Not your run-of-the-mill store, there were some unique complexities associated with this work. With extensive, custom decorative work and a beautiful custom ceiling, all cabling and equipment had to be hidden to maintain the aesthetic appeal of the location. Cable had to be routed in specific, unique pathways and was installed a little at a time as artisans completed the custom ceiling. Telaid engineered creative solutions and employed precision project management to ensure that every inch of cable, every audio speaker and every camera was installed to minimize visibility.

To ensure full functionality on “launch day,” Telaid used our Proven Process to stage and pre-configure cameras in our Technology Solution Center (TSC) prior to shipment to the store for plug-and-play installation.

### THE RESULTS

With meticulous planning, project management and highly trained field technicians, Telaid installed more than 175,000 feet of cable, 100 cameras, 58 access points, and 50 card readers in this single location. The fully integrated physical security solution ties video, access control and intrusion systems together for complete data and automated control for access and alarms. All systems were fully functional on opening day, contributing to an overwhelmingly successful launch. Customers were wowed by the location's aesthetics and the store management was happy to have a completely functional store. This leading international brand looks forward to doing business again with Telaid in the future as they seek reliable technology partners to help them achieve success.

### ABOUT TELAID

Telaid has a consistent track record of delivering even the most complex technology projects on time and on budget. Since 1981, technology integrator, Telaid, has served its clients by deploying excellence and exceeding expectations. Flexible and resourceful, Telaid is a single provider of rapid deployments, cradle-to-grave technology solutions, wireless and physical security.

**Telaid can handle your complex enterprise rollouts.**

To learn more about Telaid and our capabilities, or to speak with one of our experts, visit: [www.telaid.com](http://www.telaid.com).

