

Chain of Cannabis Dispensaries Deters Crime with Blue Eye

Washington-based Evergreen Market leverages remote video monitoring to reduce inventory shrinkage

At a Glance



Industry

Cannabis



Geography

West Coast



Locations Served

6



Customer Since

2018

Background

Evergreen Market is a fast growing chain of cannabis dispensaries headquartered in Renton, WA.

This popular dispensary prides itself on offering high quality cannabis products sold in beautifully designed stores.

Evergreen Market aims to educate, celebrate and elevate its customers and achieves this by providing a welcoming, safe and accepting store environment.



Challenges

Cannabis dispensaries are targeted by criminals for two primary reasons:

- 1 Dispensaries transact heavily in cash, so a large volume of it is kept on-site
- 2 There continues to be a large demand for cannabis on the black market

Evergreen Market experienced these challenges firsthand as they dealt with monthly break-ins across their several dispensary locations.

Historically, Evergreen Market relied exclusively on manned guards to both deter and address crime. While the manned guards ad some success addressing crime after it had occurred, they were less effective at anticipating a crime before it occurred.

How can you stop crime before it happens?

Blue Eye is the solution

Solution

Evergreen Market initially wanted to trial the solution at one problem location.

After gaining a thorough understanding of Evergreen Market's pain points, as well as location-specific nuances, Blue Eye sought to deploy its AI-powered, proprietary AIPX™ monitoring technology across Evergreen Market's existing video surveillance system.

Once installed, Video Surveillance Technicians (VSTs) began remote monitoring from Blue Eye's Command Center based on customized security protocol set by the customer.

Evergreen Market quickly added the Blue Eye monitoring solution to all other locations.

With Blue Eye in place, threats could now be identified before turning into active crime. AIPX™ detects abnormalities, such as human movement, in Evergreen Market's camera feed. This alert gets immediately assigned to a VST who can then address the perpetrator directly over talk-down speakers.

On rare occasions, when the verbal warning does not dissuade the perpetrator from committing their break-in or vandalism, Blue Eye will manage the dispatch of reinforcements per the customer's specified escalation protocol.

Blue Eye will remain 100% focused on the situation at-hand until it reaches a resolution.

Outcomes

There has not been a single premeditated break-in across all six locations since Evergreen Market installed the solution in 2018.

Customer Testimonial



There's truly no more staying awake at night worrying about the stores after you install after you install Blue Eye.

- Marty Smith, Director of Compliance & Facilities at Evergreen Market