



Yesway c-store signs new solution for video surveillance

U.S. convenience store chain Yesway has selected March Networks Searchlight for Retail solution for advanced video surveillance and analytics.

Yesway is currently deploying March Networks Searchlight for Retail in 136 locations across Iowa, Kansas, Oklahoma, Missouri, Texas, Nebraska, New Mexico, South Dakota and Wyoming. The c-store chain, which is operated by an affiliate of Brookwood Financial Partners, LLC, is expanding across the U.S. and plans to standardize on March Networks as it moves forward.

Brandon Pohlman, Yesway Safety & Asset Protection Manager, said the company selected Searchlight for its scalability and centralized management features as well as its exception-based reporting capabilities. Through its combination of video surveillance, point-of-sale (POS) transaction data and analytics, Searchlight would help Yesway visually monitor operations at its sites and analyze transaction data for anomalies.

“Having our video surveillance, POS data and analytics together on one easy-to-use platform is a huge advantage for Yesway,” said Pohlman. Using the software, the c-store will search and sort all of its transactions and match them with corresponding video clips. The company will also be able to group higher-risk transaction types like refunds and assign risk factors to its stores based on the number of these transactions.

Searchlight also delivers business intelligence through the integration of video analytics including people counting, queue length and dwell time, according to March Networks.