

## Healthcare



## Berry's Professional Pharmacy

### Break-Ins are a Bitter Pill

#### Challenge

Like every good pharmacy, Berry's Professional Pharmacy in Houston is an asset to its community. But like every good pharmacy, Berry's is also something else: a target for criminals. Berry's has had multiple break-in attempts, and on one occasion, the pharmacy was "cleaned out," as owner Neil Patel, RH, described.

That particular break-in was costly in two ways: property loss and lost business. The store was closed for several days to clean up the mess and to deal with insurance matters.

As the owner of three pharmacies in the Houston area, Patel realized he needed a better security solution to combat not only the repeated break-in attempts, but also the high level of false alarms and associated fines.

#### Solution

After the break-in, Patel discovered Sonitrol. Sonitrol is different than other security providers because it is able to verify the nature of the alarm with its state-of-the-art audio and video technology.

Unlike other systems, Sonitrol's alarms are sound activated, not motion activated, so when an alarm is triggered, trained professionals at Sonitrol's monitoring center in Westlake, TX, actually listen in or watch video to determine what is happening. With intelligent audio and video verification, Sonitrol is able to verify whether a break-in is in progress, or whether a false alarm has sounded.

Shortly after purchasing Sonitrol's audio intrusion alarm, Berry's experienced another break-in. But this time, Sonitrol was listening in. The Sonitrol monitoring professional received audio transmissions from the back walk way of the pharmacy and could hear loud banging noises. Sonitrol immediately dispatched the police as a burglary in progress. The operator relayed real-time intelligence to the police and they were able to apprehend a suspect who had broken down the back door.

After this apprehension, and after receiving a recommendation from a member of the Texas State Board of Pharmacies, Patel purchased SonaVision, Sonitrol's video surveillance solution, to better protect Berry's

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#### CHALLENGE:

Berry's, a popular pharmacy in Houston, TX, was experiencing a number of burglaries and break-in attempts. In addition, Berry's alarm system was generating a high level of false alarms, and the fines were starting to add up.

#### SOLUTION:

Berry's added a Sonitrol verified intrusion alarm as well as a SonaVision system for video verification. Shortly after installing the system, police made an apprehension of a would-be thief trying to break in through the back door. SonaVision acts as an effective deterrent, monitoring a nearby alley as well as the back of the pharmacy.

**FACTS TO CONSIDER:**

- ❑ Police respond to 38 million alarm activations per year\*
- ❑ 94 - 98% of alarm activations are false\*
- ❑ The average police response time to a Sonitrol alarm is 7 minutes
- ❑ Sonitrol initiates an apprehension every 90 minutes on average
- ❑ Sonitrol has assisted law enforcement in apprehending 156,000 criminals since 1977

Source:  
\* United States Department of Justice

**False Alarm Fine Guarantee –**

If you receive a false alarm fine, dispatched by Sonitrol and not caused by your personnel, Sonitrol will assist in canceling the fee or credit your account for the fine.



**Berry's Pharmacy: continued**

perimeter. A narrow alley between Berry's and the adjacent store was an area of concern, as was the walk way behind the pharmacy. With SonaVision, these areas were now under surveillance. Within a few months, SonaVision detected a suspicious individual in the alley and dispatched police. The suspect got away just before the police arrived, but the message was sent.

SonaVision is monitored by Sonitrol's central station, but it also gives its owners access to live footage anytime, anywhere. SonaVision allows individuals to access live video feeds remotely from any computer, so that you can monitor your location whenever you want. Sonitrol also sends archived video or snapshots via email upon request, giving its owners full visibility over the facility at any point in time.

Since purchasing Sonitrol security for his pharmacies, Patel has had no more break-ins. "Sonitrol gives me peace of mind," said Patel. "I sleep better at night knowing that I have a verified system in place."

**The Sonitrol Difference**

How effective is Sonitrol's audio and video technology? The numbers speak for themselves. Sonitrol has assisted authorities in the apprehension of over 156,000 criminals since 1977; that's one apprehension every 90 minutes. Sonitrol is synonymous with rapid police response times because they know that when Sonitrol dispatches them, the likelihood of catching criminals goes up considerably.

While conventional systems have a false alarm rate of 98%, Sonitrol is well known for its low rate of false alarms and false dispatches. In fact, Sonitrol will help pay the fines for false alarms with its "False Alarm Guarantee." Sonitrol also offers a \$5,000 Performance Warranty, where it will pay for the first \$5,000 of any loss if a forced entry is not detected and the proper authorities are not notified.

Combined with the company's Satisfaction and Service Guarantees, Sonitrol offers complete protection of your assets, and your security investment.

**Contact Sonitrol Today**

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Intrusion Alarm | Access Control | Video Surveillance | Fire Detection

