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Congratulations to the 24 Hour Fitness LP Team



By Al Shipp | Thursday Mar 29, 2012

A huge congratulations to Owen Shackleton, the National Director of Loss Prevention for 24 Hour Fitness USA, on being honored as the Security/IT Department of the Year in the 2012 InfoSecurity Global Excellence awards.

3VR has the privilege of working with Owen and can speak firsthand to his dedication to protecting and securing 24 Hour Fitness, a fitness chain with over 420 locations, 4 million members and 21,000 employees worldwide, that remains open around the clock and logs 167 million workouts per year. 24 Hour Fitness faces all varieties of security threats, including employee fraud, membership fraud, identify theft, locker room vandalism, retail shrinkage at facilities that sell apparel, and stolen gym towels, a seven-figure problem. The club's high foot traffic coupled with its rapid growth, at a rate of 20 to 25 locations annually, presents a broad challenge which Owen has tackled with highly strategic expenditures and resourcing decisions.

Our relationship with 24 Hour Fitness began when several units in their analog camera and embedded DVR system approached the end of their lifespan, prompting the security team to evaluate new security options. After researching the market, Owen and his team collaborated with integrator ADT to implement a 3VR Video Intelligence Platform solution, working closely with the internal IT department to confirm that 3VR technology meshed with the existing IT infrastructure. They favored 3VR because of the Platform's video management and search capabilities, ease of use, reliability and the ability to integrate deeply with a range of business and security systems.

The team effort has truly paid off. Owen and the 24 Hour Fitness security team have used the new 3VR system to help save time, streamline investigations, provide pertinent data to local store management rapidly and push evidence to local law enforcement almost instantaneously. An example of the team's successes includes successfully reducing shrinkage by linking their POS system with 3VR's exception reporting application, providing video detail on all transactions.

From everyone at 3VR, congratulations again to Owen and his team!

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