



## Case Study: Macy's Distribution Centers

### Macy's Discovers the Magic of Proactive Security

As the Regional Director for Supply Chain Asset Protection at Macy's, Sam Alvarado oversees the warehouses and distribution centers for the Macy's department store chain across the United States.

#### The Challenge

Sam was tasked with reviewing the distribution center operations and looking for ways to reduce payroll while leveraging and improving the existing security technologies in place, such as closed-circuit television (CCTV).

The area that stood out as the biggest opportunity was the pedestrian and trailer gate for outbound cargo. The current solution used security guards to man the post 24/7 to process trailers in and out. In addition, there was a camera system, but the security technology was siloed, limiting the value of the information. Both presented opportunities for improvement through cost-savings and streamlined technology integration.



#### Customer Profile

##### Client

- Macy's Inc.

##### Location

- Multiple locations

##### Employees

- 10,001+ employees

##### Product

- Retail

“The uniqueness of the product speaks for itself. My team and executives are happy with the results, so we are looking to add 2 more facilities next year.”

- Sam Alvarado, Regional Director, Supply Chain Asset Protection at Macy's.

### The Solution

As Sam reviewed potential solutions, one option was going with the existing vendor that provided a video management system and can support limited access control. Ultimately, he chose ReconaSense because of our unique ability to support integrations from any connected sensor. In addition, through his discussions with the ReconaSense team, he valued the openness to creating solutions specifically to meet his needs, and our ability to provide those solutions in a short time period.

As the solution was implemented across 3 locations, Sam saw the integration of several previously siloed systems come to life, and he also brought in new technology that had not been integrated before. For example, the distribution centers use RFID badges and the ReconaSense system incorporated a new reader that was cost-effective for Macy's.

Another benefit of ReconaSense is that the learning curve for the team to operate the system has been short. After some onsite training, the team was ramped. When Sam needed a new badge, they took care of it in the new ReconaSense system within minutes.

Lastly, Sam appreciates the value of a system that can learn patterns and behaviors based on historic activity, increasing the intelligence of the system over time.

### The Results

The biggest cost savings was an "immediate payback" by reducing payroll and replacing that function with technology. In addition, Sam values that the system is networked so he can manage and look at activity across sites even when he is remote. "The uniqueness of the product speaks for itself. My team and executives are happy with the results, so we are looking to add 2 more facilities next year."



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