

CASE STUDY

Auckland Harley-Davidson Security Solution



Client

In April 2014, Auckland Harley-Davidson relocated their business from central Auckland out to 521 Mt Wellington Highway. With a showroom full of gleaming Harley-Davidson motor cycles, racks of branded merchandise and more parts and pieces of kit than you could possibly imagine, it's a dream destination for many riders.

Led by CEO Ray Pratt, the business has grown to be the distributors for the Harley-Davidson brand throughout the region and has recently launched a second store based on the North Shore. With a 'cult-like' following for the high value brand, it's no wonder the business is also a target for crime.



Auckland Harley-Davidson CEO Ray Pratt

Project

Repeatedly targeted for break-ins and theft, CEO Ray Pratt approached Barcon Security from a third party referral. With stolen Harley-Davidson parts in high demand, criminal activity was targeted at the Auckland Harley-Davidson operation and break-ins were common.

Frustrated with the lack of transparency, quality and action from previous security providers, Ray demanded performance and proof of service to ensure peace of mind for his business.

With some security initiatives already in place, the challenge was to create a combined seamless security solution that worked effectively, integrated with what was already in place and was relatively simple to manage. As CEO, Ray is still first responder for activations and call-outs on behalf of Auckland Harley-Davidson.

'In the past, I've never had a really good experience, and I've tried half a dozen different security companies with guards. I've been in business more than 40 years on my own now, and I've had a reasonable amount of time dealing with security companies, and Barcon's been by far the best.'

Ray Pratt
CEO

Auckland Harley-Davidson

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Solution

The solution Barcon Security recommended for Auckland Harley-Davidson was proposed in conjunction with several comprehensive security measures the business already had in place. While a visible presence from the mobile patrols acts as a deterrent for potential criminals, our solution needed to incorporate our security check tracking and alarm response to work with incumbent solutions.

A full audit of the premises, and discussions with the CEO Ray Pratt led to further strengthening of perimeter security and installation of ram-raid protection and additional fencing.



Auckland Harley-Davidson Premises

A partner company provides alarm and CCTV services, so in collaboration with all parties, a security strategy was established and placement of sensors and trackpoints installed and tested.

Reporting requirements are key criteria to act as proof of delivery and provide assurance to Auckland Harley-Davidson that our Barcon Security team are pro-actively taking care of security. The reports are tailored to suit and highlight any issues noted by the Barcon Security officers in the runsheets.

Barcon Security management meet with Ray Pratt on a regular basis. Anything arising between meetings is addressed immediately with a visit or call as required.

Results

From the commencement of this contract, Auckland Harley-Davidson has experienced a steady decline in targeted crime. The presence of security patrol officers and branded vehicles, alongside additional security measures, has acted as a major deterrent to would-be criminals.

Our security tracking system ensures that the randomised security officer runs are digitally recorded so that CEO Ray Pratt, can verify and be assured of the quality of service provided. Our rapid response to alarm activations has ensured that the Auckland Harley-Davidson team can rest a little easier knowing they have security in place in the event an alarm goes off.

The success of the Barcon Security solution for Auckland Harley-Davidson has resulted in zero security breaches in the past 12 months.

'It's great peace of mind for me - just their professionalism as far as the system they use and knowing that the guard has done his job every night. Unlike the other companies that I've dealt with in the past, where I had no clear idea of when they were coming and going, with Barcon, you know exactly what you're getting every week. Apart from that, it's just been a great experience dealing with them.'

Ray Pratt
CEO

Auckland Harley-Davidson