



Parkway Ford Dealership Success Story

Protect your dealership

828-483-4237

hello@getscw.com

About Parkway Ford

Parkway Ford, with three locations, has been serving Winston-Salem and the Triad area for more than fifty-three years as the automotive leader for Ford vehicles. As multi-year J.D. Power Award winners, they provide full-service repairs, body shop, heavy-duty truck repairs, tire center, and complimentary shuttle service.

3 Locations

**Over 100
Employees**

**105 Cameras
Installed**

The Problem

The lot of a car dealership is a high-traffic area where buyers, employees, and garage customers converge. A large number of vehicles in constant motion leads to accidents, with some claims legitimate and others intending to take advantage of the dealership---a potential liability nightmare. Faced with an aging security system that could not sufficiently differentiate color or even make or model of vehicles, Parkway Ford went in search of an efficient replacement. Their overall business goal was to protect their customers and employees as well as the company's valuable inventory from more frequent minor accidents up to the ever-present threat of theft and vandalism.

Brian Miller of Parkway Ford North shared an outstanding incident that justified their purchase of a new system from SCW.

"We had an older cable system that didn't allow us to make out what color a stolen vehicle was, barely what kind of vehicle. The deciding factor was when we had an \$80,000.00 Ford Expedition stolen and we couldn't tell if it was black, blue, red, or green. That one vehicle almost cost as much as the entire system."

WHY SCW?

Commercial Grade

SCW sells only commercial-grade equipment rugged enough to withstand the worst weather conditions, year after year. The vast majority of Parkway's cameras were mounted outdoors, trained on their large fleet.

Single Source Purchase

Streamlined buying from a single-source provider made purchasing simple. SCW staff specializes in security, specifically video surveillance. *"SCW's sales team put a lot of effort into making sure we had the right equipment and the cameras placed where we wanted them. We looked at four or five different quotes, but to be honest, your team was probably the deciding factor, the way they handled everything in a short timespan. They were rock stars!"*

Service After the Sale

The right equipment combined with free, US-based, lifetime tech support, made SCW the obvious solution for their security needs.

The Project

Parkway Ford required exterior cameras for their inventory and customer parking as well as interior security for workspace and showroom areas. Both workplace safety and customer liability were obvious concerns with fully operational body shops and automotive repair facilities on site. The rear side of buildings, blocked from street view, were other locations of special concern for complete security coverage.

At Parkway Ford's three sales locations, SCW provided a total of 105 cameras to monitor customers and staff during business hours and to provide around-the-clock protection for their fleet of vehicles.

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If we need anything we've had Cal (SCW's Greensboro Installation Services). He's been good to work with and everything has been great so far.

The Results

The system purchased from SCW has solved the problem of identifying vehicle inventory at Parkway Ford's three locations, saving both time and money.

Additionally, Brian Miller cites several applications for the security cameras which were not originally considered at the time of installation.

"More than losing a load of money on a stolen vehicle, there is also a great deal of lost time consumed when dealing with it. Not only does the new system help with that, we actually use it to help manage employees, making sure they are where they're supposed to be. It's served in several different ways: health issues; customer damage claims; employee vehicle damage claims. One damage claim, in which video evidence proved our innocence, saved us \$10,000.00 alone. There are many uses that we didn't initially anticipate."

The combination of the best equipment for the application, the expertise of the sales staff, professional installation services, along with the added benefits of a system that simplifies managing their employees and serving their customers, has left Parkway Ford sold on SCW.