



CASE
STUDY

AJ's Cleaners: leading the industry through innovation and experience

AJ's Cleaners is a Charlotte, NC-based family-run, premier in-house dry cleaning delivery service, founded in 1988. AJ's Cleaners has three locations, twenty employees and daily deliveries from all locations. To help protect their business, monitor security concerns and ensure a high degree of positive customer experiences, they needed a reliable, easy to use surveillance solution.


AJ's Cleaners was looking for the convenience of a hosted cloud solution when Camcloud's cloud video surveillance service was recommended to them by a trusted colleague. Dan Giurk, Director of Marketing & Business Development, had previously evaluated other solutions, and selected Camcloud for the ease of use and simple setup. Over two years ago, AJ's Cleaners made the switch from an off-the-shelf, traditional surveillance system, to a cloud-based video surveillance solution. Currently, the business is being protected with 3-6 cameras per location, with each recording the activity at key locations such as entrances, windows and areas with a wide range of view.



"With all our surveillance footage being hosted, we have more storage now than with a traditional solution," says Giurk. "Cloud video surveillance has worked well for AJs and we look forward to protecting our growing business with Camcloud."

— Dan Giurk, Director of Marketing & Business Development, AJ's Cleaners





"Camcloud's customer service and support means that I don't have to rely on any onsite technicians or appointments, to resolve any issues."

The manual maintenance, ongoing costs and lack of mobile view of a traditional surveillance solution prompted Dan at AJ's to evaluate Camcloud's cloud surveillance as a better fit for the business. "I'm in and out of our store locations a lot, so I like to be able to keep an eye on the locations via the mobile app on my phone," says Giurk. "If we receive a complaint about a customer's experience, I can easily review motion events to determine what happened."

The cloud solution has truly been a game changer when it comes to ensuring the business is running without issues or threat to the safety of employees. Ensuring fantastic customer service is at the heart of AJ's Cleaners, and Camcloud's solution allows the team to review customer interactions with employees in real time. Camcloud's solution can be accessed remotely from any location and knowing they can check in on the business at anytime, provides a great deal of comfort and assurance to Dan and the team at AJ's.

"Any troubleshooting and maintenance can be performed on an as-needed basis. As well, Camcloud's quality reseller service and support means that I don't have to rely on any onsite technicians or appointments, to resolve any issues."

When it comes to storage with traditional surveillance solutions, there are few things that are more frustrating than having to go back to your surveillance tapes, only to discover that the relevant data has already been overwritten. By leveraging the resources of the cloud, Camcloud's Camcloud offers a number of extended storage plans to choose from.



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