

FASTENAL®

How Fastenal saves time and money by standardizing on Verkada

with Traci Kruse, Regional Manager



ABOUT FASTENAL

Since its founding in 1967, Fastenal has grown to become one of the world's dominant retailers of industrial components. The company has over 2,600 retail sales outlets throughout the U.S., Canada, Mexico, and Europe — and it continues to expand aggressively. Fastenal's stores are located in a diverse variety of environments, from rural areas to large cities.

CATEGORY: Retail

NO. OF STORES: 2,600

USE CASE: Asset Protection, Insights



BACKGROUND

Fastenal sells products that are used by millions of Americans every day — a feat that gives its nearly 19,000 employees a good amount of pride.

What stands out beyond its scale: Fastenal is an incredibly well run business. [According to Harvard Business Review](#):

The best-performing stock [as of 2012] in the United States over the last 25 years is a company that most [people] have never heard of — a company called Fastenal, based in the quiet town of Winona, Minnesota (population: 28,000), located on the banks of the Mississippi River 30 miles northwest of La Crosse, Wisconsin.

Founded in 1967, Fastenal has since grown to become one of the dominant retailers of industrial components. The company has over 2,600 retail sales outlets throughout the U.S., Canada, Mexico, and Europe — and continues to expand aggressively. Fastenal’s stores are located in a diverse variety of environments, from rural areas to large cities.

“Verkada was just super easy for me to install and run. And the picture quality was amazing.”

- Blaine Chambers, General Manager at Fastenal

CHALLENGE

Historically, the approach to in-store physical security was determined by Fastenal’s local or regional management. As a result, some stores have cameras, others don’t, and there’s very little standardization.

As part of an initiative to increase retail visibility, Fastenal had reworked its storefronts to prominently feature new machinery and high-end tools. An unwanted byproduct of the initiative: break-ins and thefts increased as well, a trend that prompted managers across the country to consider new measures for asset protection.

Around this time, Blaine Chambers — one of Fastenal’s general managers in Fort Wayne, Indiana — came across Verkada while looking for security cameras for his stores. He requested a trial and within a few days had a four-camera Verkada system up and running.





Blaine wanted to be able to watch the front of the store even when he was in back, as well as keep records of who went in and out of the store in case of an incident. He also wanted a system he could monitor from outside the stores. And because Blaine would be responsible for maintaining the system, he wanted something that would require essentially zero maintenance.

SOLUTION

A few months after the Ft. Wayne installation, Blaine was at an executive event where he had the opportunity to discuss his project with other managers within the company. Traci Kruse, who is responsible for 250 stores across Fastenal's Midwest region, saw a demonstration of the Verkada system. She immediately realized Verkada would be useful on a much larger scale.

"We've looked at standardizing our physical security systems before, but had never found a system that we felt was adequate," said Traci. "I needed something easy to roll out to multiple locations and very easy to use for my general managers — anything too complicated just wouldn't work."

Within a couple of months, Traci ordered 200 cameras and sent them to 50 stores for installation.



Now, with Verkada, Fastenal's district managers can easily review and respond to incidents without going on site.

*“When we get a phone call for a potential break in the middle of the night, our district managers can **log in from home and immediately see what is going on.**”*

- Traci Kruse, Regional Manager at Fastenal

“What makes Verkada work so well for us is that it's incredibly easy for each individual general manager to install and maintain. We also get corporate visibility when we need it, for example, when there's a serious incident and we need to investigate.”

WHAT'S NEXT

Now that Traci and her team have found a scalable, cost-effective solution with Verkada, she and other regional managers are assessing how to expand Verkada to more of Fastenal's 2,600 worldwide locations.





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