

## Community Increases Physical Security for Tenants and Guests

Westgate City Center uses an IP-based physical security solution to centrally monitor and control security devices.

EXECUTIVE SUMMARY
<p><b>WESTGATE CITY CENTER</b></p> <ul style="list-style-type: none"> <li>• Real Estate</li> <li>• Glendale, Arizona</li> <li>• 10,000 onsite employees and 7500 residents (projected)</li> </ul>
<p><b>BUSINESS CHALLENGE</b></p> <ul style="list-style-type: none"> <li>• Provide physical security for tenants and guests</li> <li>• Scale as the development grows</li> <li>• Minimize IT and security staff requirements</li> </ul>
<p><b>NETWORK SOLUTION</b></p> <ul style="list-style-type: none"> <li>• Deployed a Cisco Physical Security Solution to capture, transmit, view, and archive information from video cameras and access-control devices from multiple vendors</li> </ul>
<p><b>BUSINESS RESULTS</b></p> <ul style="list-style-type: none"> <li>• Accelerated awareness of incidents requiring response</li> <li>• Increased appeal as a landlord and as a major events venue</li> <li>• Avoided hiring additional security guards</li> </ul>

### Business Challenge

Located in Glendale, Arizona, Westgate City Center is a flourishing 224-acre mixed-use community, combining retail stores, restaurants, offices, and residences. One anchor is the 18,000-seat Jobing.com Arena, home to the Phoenix Coyotes National Hockey League team. Just 300 yards south of the complex is the 80,000-seat University of Phoenix Stadium, home to the Phoenix Cardinals National Football League team and site of the 2008 Super Bowl XLII. The first of ten development phases opened to the public in November 2006, providing 510,000 square feet of restaurants, retail stores, and a theater complex. One of the next phases will include a 13-story structure with high-end residences, retail space, and a parking structure. When all phases are complete, Westgate will be a “city within a city” that needs to help ensure the safety and security of 10,000 workers, 7500

residents, and two million annual visitors attracted by major events as well as more than 6.5 million square feet of retail space.

Physical security presents a challenge in a community that attracts so many people: up to 80,000 guests during Sunday football games or concerts. “The security of our tenants, residents, and guests is our highest priority,” says Mark Bell, director of security for Westgate City Center, a project of The Ellman Companies, a privately owned real estate corporation. The Center’s planners knew that they needed to support the staff of 25 full-time security officers with advanced physical security solutions such as video surveillance and building access controls.

**“Earlier this year, security staff in the command center saw from a video surveillance camera that there was smoke in a parking structure. We were able to notify the fire department even before the fire alarm went off.”**

—Mark Bell, Director of Security, Westgate City Center

For the first phase of development, the Center's planners had installed analog video surveillance cameras. They quickly realized, however, that video from analog cameras could overwhelm the network, leading to poor image quality and delays. Bell decided to switch to a digital video surveillance solution, because it would scale to accommodate the 200 or 300 cameras needed to support the Center's growth. For guidance on physical security requirements, he consulted with the Department of Homeland Security and the Arizona Counterterrorism Information Center as well as Benson Systems, an Arizona-based systems integrator. "The Ellman Companies prides itself on its use of state-of-the-art programs and technologies to provide an excellent tenant and guest experience," says Bell. "Advanced security systems increase our appeal as a landlord and as a major events venue. Our goal is to make sure that everyone who visits has a good time, knowing that they will be safe."

**"The reliability of our Cisco devices not only saves time for our IT group, it lets us count on video surveillance to supplement the security team. Optimized use of security professionals and IT saves costs. In the past, to provide the same level of safety and security, we would have to hire more security officers at an annual cost of [US]\$40,000."**

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### Solution

Westgate City Center engaged Benson Systems to design a Cisco® IP network infrastructure that will allow centralized monitoring and control of IP video surveillance cameras, access-card readers, parking structure gates, automatic pop-up barriers used to close roads, and intrusion detection systems. Benson Systems was recognized for the Westgate City Center project with the 2008 Integrated Installation of the Year SAMMY Award from **Security Sales & Integration** magazine.

"We chose Cisco because of its technology and the company's stability," says Bell. Adds Nick Micatrotto, Benson Systems' director of sales, "During the ten years that Westgate City Center is being developed, video surveillance camera technology will likely change, but the Cisco infrastructure has the reliability and scalability to meet the Center's needs for years to come."

The Cisco infrastructure used for physical security cannot be accessed from outside the center. The command center in the main building is connected to equipment rooms in different areas of the development over fiber, using Cisco Catalyst® 3560 Switches. The local equipment rooms, in turn, connect the video surveillance cameras, card readers, and other IP-based physical security devices up to 300 feet away over Category 5 Ethernet cabling (Figure 1). Twenty IP video surveillance cameras are currently installed, and more than 60 will be installed during the next phases. This design will scale to accommodate more video surveillance cameras and access controls as the development grows.

Figure 1. Westgate City Center



In the command center, security personnel can:

- Monitor the video from multiple cameras on a 45-inch LCD display for crowd control, traffic flow, and incident detection.
- View video from specific areas of the property on one of eight 20-inch displays. “On days when we have thousands of guests on site for an event such as Super Bowl XLII, we might focus our attention on our large parking lots,” Bell says. “On other occasions, we might monitor a specific entrance such as a parking garage elevator.”
- Use a joystick to pan, zoom, and tilt the cameras to focus on an area of interest if a tenant or security officer calls to report an incident or suspicious activity. Each camera has several preset configurations, so security personnel can just touch a button labeled with the name of a restaurant to immediately zoom in on that area.
- Compare video of a person entering a secured area to the photo associated with the access card. If the images do not match, the person might be an intruder using a stolen card.
- Record and play back surveillance video, which can be used as evidence if a crime occurs.
- Control other IP-based physical security devices such as pop-up road barriers and parking structure gate controls.

## Results

The Cisco Physical Security Solution provides the following benefits to the Westgate City Center and its tenants and guests:

- **Faster response:** The video surveillance cameras act as a force multiplier, helping the security staff monitor more areas without more people. “Our surveillance network allows us to monitor our entire property at all times,” says Bell. “It supplements the work of our security officers, allowing us to become aware of issues more quickly. Earlier this year, security staff in the command center saw from a video surveillance camera that there was

smoke in a parking structure. We were able to notify the fire department even before the fire alarm went off.”

- **Peace of mind for residents and guests:** The Westgate City Center sales staff always brings potential tenants to the command center. “Tenants like the fact that we monitor 24 hours a day for suspicious activity,” Bell says. “I’ve had guests tell me that they feel very safe here.”
- **Scalability:** The Cisco infrastructure can accommodate the 200 to 300 IP video surveillance cameras that the development expects to deploy, as well as additional building access controls and other security endpoints.
- **Low management overhead for operations staff:** Westgate has a three-person IT staff, so avoiding time-consuming equipment repair issues is very important. “We have had no downtime with the Cisco equipment,” Bell says. “The reliability of our Cisco devices not only saves time for our IT group, it lets us count on video surveillance to supplement the security team. Optimized use of security professionals and IT saves costs. In the past, to provide the same level of safety and security, we would have to hire more security officers, at an annual cost of [US]\$40,000.”

**Figure 2.** SuperBowl Kickoff



### Next Steps

As the ten development phases progress, Westgate City Center will extend the Cisco IP infrastructure to each new building. An office building at the edge of the complex might be connected wirelessly.

Westgate is also working with the Department of Homeland Security and City of Glendale Police Department to begin using video analytics software for facial recognition and license plate reading during major events held at the Arena and Stadium. The idea is that when specified people or license plates are recognized, an automated alert will be sent to the appropriate people.

“The Ellman Companies’ motto is ‘People first, property second,’” says Bell. “The Cisco Physical Security Solution helps us meet that promise by helping ensure that our tenants, residents, and guests are safe.”

### PRODUCT LIST

#### Routing and Switching

- Cisco Catalyst 3560 Switches

#### Physical Security

- Cisco Video Surveillance Integrated Services Platform
- Cisco Video Surveillance IP Gateway
- Cisco Video Surveillance Stream Manager Software

### For More Information

To find out more about Cisco Physical Security go to <http://www.cisco.com/go/physicalsecurity>.



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