



## CASE STUDY

# Sprouts Farmers Market Saves Valuable Incident Management Time with OpenEye

Sprouts Farmers Market, a leading player in the grocery industry, was dealing with a legacy system that hindered their investigative process. OpenEye provided a video solution that saves them significant time and resources when reviewing footage.



## Challenge

# Reviewing footage was costing Sprouts Farmers Market valuable time in dedicated investigative work.

In an increasingly competitive market, they needed a solution that could help them quickly and easily find the most relevant video. First opened in 2002, Sprouts Farmers Market's has become one of the fastest growing leading natural grocers in the U.S., building stores 10% year over year. The scale of their operations necessitated a video security solution that could match their success, as they were quickly outgrowing their old system. One particular problem they were looking to solve was trouble-free monitoring of their locations' produce areas. Their previous solution didn't meet their needs in providing adequate coverage of these areas and allowing them to locate and share footage easily from the associated cameras. They wanted a modern solution that could expedite the process of finding events, exporting, and sharing video with the appropriate parties as quickly as possible.

Their key goals included:

- **Object Search and Share:** Reducing their security video timeline down to the most relevant moments was key for Sprouts. They needed a system that could streamline their investigative process for their Claims, Safety, and Loss Prevention teams via a tool that could easily find and share clips of critical events.
- **Powerful Cameras:** Previously equipped with 2 MP cameras, Sprouts needed a video security system that had powerful, high-definition video capable of capturing a busy grocery store scene while still providing a clear image.
- **Scalable Solution:** As Sprouts was ready to adopt a new video solution, they wanted something that could scale across their 400+ stores, integrate with their existing technology, and be easily added to new builds in the coming years.

Luis A. Torres, an industry professional for the past 30 years and Sprouts' Director of Business Protection and Safety, researched the competition before eventually selecting OpenEye Web Services (OWS) as the company's new cloud video solution. With OWS, Sprouts significantly reduced their time spent during investigations by leveraging OpenEye's powerful search engine, 4 MP cameras, and complete open ecosystem.

***“OpenEye Web Services has helped streamline our older methods for investigating incidents at our stores, and we're eager to see how this platform can continue enhancing other sectors of our company's operations.”***

**Luis A. Torres**  
Director of Business Protection and Safety  
Sprouts Farmers Market



## Solution

# How Sprouts Farmers Market reduced risk across multiple locations and enhanced storewide safety.

Sprouts Farmers Market chose OpenEye as their locations' security solution, which included:

- OpenEye Web Services, the cloud-based video management system, to process and handle security video recordings for multiple locations.
- OpenEye cameras to continually monitor their locations around the clock.
- OpenEye network video recorders (NVR) to capture video camera recordings.

OpenEye Web Services' open ecosystem allowed Sprouts to easily deploy the new solution in their own timeframe so they could avoid patches in security. This enabled them to replace their existing video surveillance while still working with their other existing security measures. Upgrading from their previous cameras as well, Sprouts chose 4 MP OpenEye dome and turret cameras around their locations for clear, consistent coverage of their stores' floors.

Though Sprouts Farmers Market's new system was deployed as recently as early 2024, their team has already seen massive improvements in their investigative effectiveness when reviewing footage related to customer incidents. Additionally, the ability to export and share video via email, as opposed to a physical USB device, has simplified collaborations with law enforcement agencies or the District Attorney's office and created a clear chain of custody around their surveillance video.

***"From a risk standpoint, OpenEye's solution helped get our team a much clearer view of the business. Now, we're able to capture any incidents that take place and have video proof."***

**Luis A. Torres**  
*Director of Business Protection and Safety  
Sprouts Farmers Market*

## Results

# OpenEye helped streamline Sprouts Farmers Market's investigative process while improving their overall security.

With OpenEye, Sprouts:

- Utilized OWS' object search to quickly locate the most relevant video clips for any ongoing investigations they had, saving them significant expenses and reducing their investigation time on slip-and-falls by 23%.





- Upgraded their camera system to powerful 4 MP OpenEye cameras, which gave them clear, reliable coverage of their many locations.
- Deployed a scalable cloud video system that integrated seamlessly with their existing security solutions, creating a flexible, easy-to-implement surveillance platform for their organization

OpenEye Web Services' automated health monitoring kept Sprouts up to date on the status of their new system. In the past, if a camera went down, their team wouldn't know about it until they were going to find footage of an incident. Only then did they realize they were lacking the video evidence they needed for their investigation. Now, thanks to OpenEye system health monitoring, they're instantly notified of any hardware issues their system has encountered and can work to fix them to avoid any blind spots in their security.

Additionally, the added storage capacity afforded by OpenEye's powerful NVRs allows the Sprouts team to store video for up to 90 days, giving them greater flexibility when reviewing past events. As well as that, the fact that their new system integrates with Agilence, Brivo, and Okta means they gain more value from their previous investments in technology solutions as well as OpenEye's cloud video platform. Finally, Sprouts was able to switch from a 3-year to a 6-year warranty policy with the new solution, which reduces their operating expenses significantly.

Sprouts Farmers Market has already rolled out OpenEye's cloud video solutions across numerous locations, with plans to transition all their cameras to OpenEye by the end of 2026. Alongside that, they're currently testing out OpenEye's AI-based video analytics, including OpenEye's people counting and heat mapping solutions, to see how that technology can help benefit storewide operations and safety for their employees and customers.

***"Everybody on our team is extremely happy with our new system. Our previous solution's product hadn't changed a lot over the past twenty years. To go from something like that to what we have now? It's night and day."***

**Luis A. Torres**  
*Director of Business Protection and Safety  
Sprouts Farmers Market*



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or experience a demo at [openeye.net/demo](https://openeye.net/demo)