



Bowker Motor Group



BOWKER MOTOR GROUP

INTRODUCTION

Founded in Lancashire, in 1919, W H Bowker Transport has grown rapidly to become one of the UK's premier transport specialists and now incorporates the Bowker Motor Group under its umbrella with both businesses having a reputation for the highest levels of service.

In 2006 Bowker approached Guide Security to assess their current security infrastructure and provide support across the Bowker Motor Group portfolio, starting with the new Blackburn showroom.

A gallery of the Bowker Motor Group security installation is available via the website: www.guidesecurity.co.uk/casestudies

“ Guide Security are fully committed to ensuring Bowker Motor Group are looked after. ”

P. Pasquali - Group Operations Manager

SERVICES PROVIDED

Monitored CCTV, Intruder and Fire Alarms
Access Control and Remote Site Management

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Security Requirements

With plans to open a new showroom in Blackburn, Lancashire and a major refurbishment programme in the pipeline for existing sites, the time was right to reassess our security requirements,' shares Paul Pasquali, Group Operations Manager for Bowker Motor Group. 'Our needs had evolved since the installation of the original system and we now required a solution which would meet both security and site management requirements across the Group's portfolio.'

'We were experiencing poor service and response from our national provider, so we took the opportunity to bring in other security companies to discuss our expansion plans and requirements. We were looking for a company who had experience in multi-site installation and would work with us to future-proof the Group's sites and Guide Security were recommended to us. We were impressed by their attention to detail, technical knowledge and their desire to support us via agreeable finance terms and a phased installation.'

Phased Installation

Guide Security's first project was to install a new system into the Blackburn showroom followed by a phased installation across existing sites, completing Bowker Preston in 2013, Harley Davidson and Bowker Maserati in 2014, Bowker BMW Motorrad in 2015 and Bowker Service Centre at Preston in 2017.



'The new Blackburn showroom was being purpose-built and Guide Security were involved from the start,' explains Paul. 'Their team came in and worked with us to design a system which not only utilised the latest technology, but would integrate fully with existing infrastructure across our sites and provide us with additional management functionality.'

'The new security system at Blackburn provided us with a benchmark for upgrading our existing sites,' continues Paul. 'Refurbishing showrooms is a regular occurrence in the automotive industry and Guide Security had not only provided us with a system which was flexible and extendable, but one that could be introduced on a phased basis in line with our refurbishment and growth plans.'

Site Management

Security systems have traditionally been used as a deterrent for unwanted activity or to capture visual and audio evidence for reference or prosecution. Developments in new systems and technology have provided companies with additional site management support which Bowker Motor Group embrace.

'It really is a hidden benefit of having an integrated security system,' explains Paul. 'On a security front, we can tap in remotely from a tablet and monitor the site 24/7 and the system provides us with evidence should a car get damaged on the forecourt. What it also enables us to do is manage the site. Guide Security helped us to identify additional locations for cameras which could assist us with managing customer footfall. For example, our team are alerted to customers looking at vehicles on the forecourt and can take the appropriate action. We also run several promotions and, again, we can respond to activity and indeed report back on footfall for the promotion. Guide Security provide us with addition remote support such as operating bollards and supervising out-of-hours deliveries. The system also enables us to safeguard our staff and ensure we are getting the most out of our team whilst they are on site.'

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Working with Guide Security

'Guide Security listen to our needs and respond accordingly. They aren't pushy and will only recommend an upgrade or addition if it benefits us. Having Neil Hulme as our Account Manager and main point of contact is reassuring. With our previous provider we'd have to talk to a call centre and this was extremely frustrating and the response times were poor. With Guide Security, we call the team in the office or speak directly with Neil and action is taken immediately. We definitely appreciate the time taken by Guide Security to support the relationship and communicating with us on a regular basis to ensure our system is continually meeting our requirements.'

In readiness for a major dealership refurbishment at Blackburn, Guide Security have recently installed an IP control and recording platform, replacing an aged analogue system. Bowker Motor Group can now upgrade to high performance IP cameras over a manageable period. This has proved to be cost-effective and further future-proofing the system.