

Sportsman's Warehouse Case Study

Sportsman's Warehouse, an outdoor recreation retailer, leveraged 3xLOGIC's InterACT Camera Series to proactively deter threats and protect its significant inventory. Learn how InterACT addressed Sportsman's Warehouse's serious security risks and actively deterred threats after installation



With high-value merchandise on-site, Sportsman's Warehouse needed a proactive security system to identify threats before they escalated. Their operations team oversees multiple locations, so they required a solution that could automatically detect suspicious activity and alert personnel in real time, reducing reliance on reactive monitoring and false alarms while increasing response efficiency.

The Challenge

With high-value merchandise on-site, Sportsman's Warehouse needed a proactive security system to identify threats before they escalated. Their operations team oversees multiple locations, so they required a solution that could automatically detect suspicious activity and alert personnel in real time, reducing reliance on reactive monitoring and false alarms while increasing response efficiency.

The Solution

Sportsman's Warehouse deployed 3xLOGIC's InterACT camera series to meet these challenges. Powered by intelligent edge-based analytics and integrated deterrence, the system delivers live, high-resolution video, customizable alerts, and remote configuration, eliminating the need for frequent on-site visits.

Strategically positioned around the perimeter, the InterACT cameras use virtual trip lines to define detection zones. When a person or vehicle crosses into a restricted area during off-hours, a series of escalating responses is triggered.



Proactive Threat Detection & Tiered Response Zones

Zone 1

Motion triggers lights and a voice warning instructing the individual to leave.

Zone 2

An additional alarm and a second, more assertive voice alert activate, accompanied by red and blue flashing lights.

Zone 3

Entry into the area closest to the building prompts automatic notification to law enforcement and live oversight by control center operators.

Intelligent filtering minimizes nuisance alerts from animals or blowing debris, ensuring operators focus only on actual threats. Cameras can be reconfigured remotely to change store layouts or policy updates, further streamlining operations.

Immediate Results

Since installation, the Midvale location has prevented an **estimated 12 to 18 incidents** from escalating. Most trespassers are deterred after the first warning, and operators can communicate directly through built-in microphones and speakers, reducing the need for law enforcement intervention and preserving community resources.

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It has been a great partnership between Sportsman's Warehouse Midvale and 3xLOGIC. I'm excited to roll this out to more facilities after seeing its immediate impact in Midvale.

— **Guy Salazar**

AP Operations and Safety Manager, Sportsman's Warehouse