



Efficient Conversion to a Cloud-Based Key Control System

Executive Summary

Converting an entire lock and key program for a large organization with more than a hundred locations can certainly be daunting. It can be costly, time-consuming, and complicated. That's how it could have been for The Fresh Market (TFM), an American chain of grocery stores with 160 locations across the east coast and as far west as Tulsa, Oklahoma.

In this case study, we will explore how partnering with InstaKey, TFM was able to complete a full-scale, 160-location conversion to a modern local and key program in just a few short months.

The Challenges of Multi-Site Key and Lock Security

In 2018, The Fresh Market (TFM) made a decision to enhance and simplify various portions of its operations with simple but effective upgrades to security. They wanted to fully convert all 160 store locations to a [modern key control system](#). They recognized that when a key was lost or unaccounted for at one of their stores, they would have to schedule an expensive locksmith callout to maintain security at that location.

Additionally, tracking and managing keys for all locations was proving to be unsustainable for a company of their size using a mix-and-match locks

with no uniformity to their key tracking. The Fresh Market needed a [robust key tracking solution](#) that could scale with the growth and expansion of the company. They needed a quicker, more cost-effective way to rekey locks at each location. And with limited capital available to enable them to get hands-on with the lock and key program conversion, TFM needed a vendor to partner up with their asset protection and operations teams and provide best-in-class service.

How InstaKey Helped

The Fresh Market partnered with InstaKey in August 2018. Because of their custom key control systems, complete with user-rekeyable mechanical locks; restricted, serialized keys; and cloud-based records management software, InstaKey was an obvious choice.

To expedite the conversion process, InstaKey started by completing a digital survey of the existing locks and key management program at all 160 stores. The Fresh Market's Asset Protection (AP) team collaborated in the survey by filling out a lock hardware form that listed all doors in each store. Images of all door lock types were taken by TFM staff. The site survey forms and related lock images were uploaded directly into [InstaKey's key control system software](#), SecurityRecords.com. InstaKey was able to remotely evaluate all lock types from the information supplied by TFM.

With user-rekeyable cores in all physical locks, TFM could now take the power of rekeying store locations or specific doors into their own hands. Instead of waiting several days for a locksmith to arrive for a rekey, the AP team could do it themselves within minutes.

Restricted, serialized keys were issued to authorized key holders. These keys were unique and could not be duplicated. Each key was stamped with a serial number for easy identification and tracking. This improved security and significantly decreased the possibility of a breach by ensuring nobody could make an unauthorized duplicate key, and allowed for quicker key tracking by matching each key's serial number to the key management database.

With the documented assignment of unique serial-numbered keys to key holders, accountability improved for the security of each individual key. The addition of cloud-based key management software, SecurityRecords.com, allowed TFM's AP team to digitally assign keys to key holders from any smart device and remotely track each key, whom it was assigned to, and what it unlocks in real time.

The full conversion to the new lock and key program was completed at every one of TFM's 160 store locations within three months.



"Converting an entire company in under three months has to be some type of world record. Every time I work with InstaKey, their commitment to clients and to projects shines through with personal and corporate integrity. The program is a huge success, has become part of our culture, and is helping us better protect our team members, guests, product, cash, and data. We couldn't have done it without the help and support of such a great partner."

- Joe Oliveira, CFI,
TFM's director of asset protection



Results

With InstaKey's help, TFM was able to successfully upgrade their company-wide security within just 3 months. The combination of innovative technologies, prompt service, and strong collaboration allowed TFM to modernize their key tracking processes, standardize their locks and key assignment procedures, and improve security across all 160 locations.

Future lock changes can now be accomplished within minutes whenever a key is determined to be lost or unaccounted for. The Fresh Market's new user-rekeyable locks eliminates their previous need to make costly locksmith callouts. The use of restricted, serialized keys ensures that no unauthorized duplicate keys exist.

The Fresh Market has also seen a significant difference in managing its key system with InstaKey's key management software and service. The cloud-based software tracks keys and key users, while InstaKey's dedicated team of experts collaborates with The Fresh Market to administrate the key system management.

We Can Help You Too

Is your business a multi-site organization spread across different geographic areas with a large number of staff that are keyholders? [Reach out to InstaKey](#) to see why implementing an InstaKey Key Control System is the right choice to keep your buildings secure.