

IP Video Surveillance Success

La Tortilla Factory



“Our primary goal is to provide a safe and secure work environment for our employees. The new IP video surveillance also helps us investigate safety hazards, work habits, and employee practices. It gives us a visual understanding of where and how accidents may happen, allowing us to address and eliminate them.”

- Sam Tamayo,
Plant Manager at La Tortilla Factory



- **The Challenge:** La Tortilla Factory needs to ensure the best adherence to strict FDA regulations regarding integrity of food, employee safety, and production quality.
- **The Solution:** Milestone XProtect IP video surveillance software manages the images from Axis 211 network cameras and Sony SNC-RZ-30N and SNC-Z20N models, installed by Ojo Technology, Inc.
- **The Advantages:** Monitoring production, packing and shipping – also remotely – gives management better quality control, efficiency, and handling of occupational safety issues.

La Tortilla Factory is a family-owned and operated business founded in 1977. Through hard work and dedication, the company now supplies all major U.S. food retail chains and numerous independent supermarkets nationwide with high quality traditional Mexican and specialty baked products. They also ship to military installations and commissaries around the world.

Pioneer in the food industry – also in the use of IT

As an industry leader, La Tortilla Factory was the first food manufacturer to introduce the Fat-Free Tortilla and the now popular Low-Carb Tortilla. For this reason, La Tortilla Factory was featured in the June 2004 issue of *Baking & Snack Magazine* with a story titled "Leading the way: La Tortilla Factory applies continuous improvement to stay ahead as it pioneers healthier, more nutritious tortillas."

La Tortilla Factory is also a pioneer in its use of IP video surveillance to ensure adherence to FDA regulations, employee safety, and production quality.

La Tortilla Factory has its headquarters in Santa Rosa, California, located in the beautiful wine country of Sonoma County. Administrative offices, production and warehouses in their original site covered 60,000 square meters and three different buildings.

Out of 170 employees, 120 work at the plant, with sales, administration and accounting in buildings nearby; inside the plant are the Ingredients Room, Mixing Room, Baking room, and Packaging area.

Flexible IP solution moved with them

In the summer of 2004, Ojo Technology installed Milestone XProtect IP video surveillance software and 22 network video cameras in the company's first complex.

La Tortilla Factory had already planned to move in 2005 to new facilities: one larger site where the business would not have to be spread out over a number of buildings. The decision to use an IP surveillance solution was critical to this need. It has given them the flexibility to re-use the same cameras and software at the new location.



IP video improves production, quality and occupational safety

“We consider the surveillance system an advantage in monitoring production for quality control and to improve productivity. We run our operation 24 hours a day. As a food manufacturer, FDA has heightened their stance on increased measures of security, in order to manage any concerns about integrity of the product,” explains Sam Tamayo, Plant Manager at La Tortilla Factory. “The IP video surveillance also helps us handle issues about employee occupational safety: it gives us the evidence from captured images of areas where accidents happen, allowing us to find the explanations, address and eliminate them.”

Tamayo reports that they also use the surveillance as a Quality Assurance tool.



“Being in the specialty bakery business, all products are marked with a lot code, which provides day, time, and production line detail. From this information on the product packaging, we know exactly where to search in our Milestone surveillance system to find the date for images that show that production line, should quality issues arise. We anticipate being able to view how the production process took place

during a particular batch run, and then, follow up on it with improvements or modifications if needed,” he explains.

IP solution beats analog

La Tortilla Factory had received several competitive quotes on analog solutions, but the advantages of IP-based video were obvious. Steve Young, who manages La Tortilla's data network and computer systems, recommended an IP solution for the future-proof platform, its scalability, easy deployment and maintenance, plus the remote manageability.

Sam Tamayo is the main administrator of the Milestone software, but the other managers also have access from their desktops to view any of the cameras at any time. This is a real boon for the plant managers of the production facilities that run around the clock.

Axis and Sony cameras cover all conditions

La Tortilla Factory is using Axis 211 network cameras as well as some Sony SNC-RZ-30N and SNC-Z20N models. This mix gives them the best performance and functionality for the various locations and lighting conditions.

“These are high-end, professional network cameras with optimal imaging capabilities and features. The Axis cameras are used primarily for the indoor applications while the Sony ones are outside where Pan Tilt Zoom is required,” remarks Mike Maddox, Vice President at Ojo Technology. “Both of the Sony models switch from color to monochrome (black/white) in low light conditions making them optimal for night-time operation.”

Cameras are installed throughout the entire facility, at all stages of the production process, at the entrances and exits, sanitation areas, shipping and receiving docks, warehouse, and parking lot.

Round-the-clock operations

La Tortilla Factory has three 10-hour shifts a week, and dedicates time to cleaning and maintenance of their production equipment, as well. The surveillance system records on motion to save disk space, but is operating all the time.

“The network video recorder is a powerful Dual Xeon processor with approximately 2 terra bytes of storage. The previous buildings were already interconnected with fiber links, which meant efficient re-use of existing infrastructure, but we updated them to gigabit to better handle the additional bandwidth requirements of the video surveillance cameras,” says Mike Maddox. “The new location was set up properly from the beginning.”

IT savvy installation partner

“The best thing about Ojo Technology is the people. They are easy to work with and responsive. They considered our needs and budget, and then came through for us. They also give good support, helping us trouble-shoot any issues that come up,” states Tamayo. “They know everything about the networking and IT side of things, too.”

Ojo Technology has provided user and administrator training in addition to giving ongoing support for the solution, including upgrades and additional cameras as needed.

About Ojo Technology

Ojo Technology specializes in installation of IPVS systems for local government agencies and educational institutions. Ojo IPVS experts provide consultation, a detailed site survey and design, timely installation, comprehensive training, and full maintenance and support services. <http://www.ojotech.com>