

AN INVESTMENT IN VISIBILITY FOR LONGTERM SECURITY

THE CHALLENGE

Peachtree Hotel Group (PHG) is an investment platform best known for their involvement with leading hotel brands in premium locations across the country. From development, management, acquisition and lending, PHG's track record as an investor-based service spans across hundreds of real estate transactions and more than \$6.4 billion in total capitalization of assets.

With more than \$500 million in development at any given time, PHG uses OxBlue cameras for clear

communication with stakeholders, added security, and accountability among subcontractors.

"Before OxBlue, we were using IP addresses to view site cameras remotely via web browser links that were provided to us by our general contractors to monitor the project," said Development Manager Ankit Patel. "We couldn't access the historical footage and we were only able to see a limited live feed. We needed something different."



INVESTING IN VISIBILITY AND COMMUNICATION

As an investor-driven operation that handles all parts of real estate and hospitality development, it's an understatement to say that PHG works with hundreds of different teams, contractors and clients. However, each of their projects have one thing in common — everyone needs visibility into jobsite progress.

"Our OxBlue platform is always in use. One of the owners has the cameras displayed in their office all day. General contractors use them to check on their crew and to monitor progress." said Patel. "There's always emails flying around regarding observations that were made from the visibility we have on the site."

OxBlue's web-based cameras make it easy for Patel's team and stakeholders across the country to check in as needed. When owners ask for insight, the development team generates on-demand time-lapses through the interface and links to live feeds for full visibility. A week or month's worth of progress is shown in 30 seconds, so owners can quickly see what's happening with their investment. The time-lapses also serve as a marketing tool for new business. The Asset Committee is able to promote different deals to clients, highlighting PHG's top-tier work and experience. The result? A strong reputation for clear communication and better, long-lasting relationships with partners.

"Our investors and partners feel more secure knowing that they will have access to the project cameras, which gives them the ability to track the development progress on their own time," said Patel.

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STRENGTHENING SECURITY AND PROTECTING AGAINST LIABILITY

Visibility not only gives clarity to investors, it provides an additional layer of security. Before a new development opened, a break in happened on site. OxBlue cameras offer live-streaming video recordings, which helped prevent PHG from covering costs related to site theft.

"We were able to use the footage from our OxBlue camera to identify what time the incident occurred and capture the make, model and license plate of the vehicle involved," said Patel. "The cameras not only help protect us from theft and faulty insurance claims but they also help lower our insurance premiums for having site monitoring during construction."

Lowering liabilities, however, doesn't stop with mitigating theft and site break-ins. Change orders, delays and unexpected costs all need to be properly documented to hold teams accountable.

During a project in Florida, a structural wall fell within the first two months of construction. A change order was submitted to recoup expenses related to the failure, but OxBlue's unbiased image history showed that the owner's weren't liable. Being able to see in the past alongside the historical

weather data helps PHG ensure adjustments are made appropriately.

“After we reviewed the historical footage, we could see that the wall was improperly shored to protect it from the wind. The camera protected us from incurring added cost,” said Patel. “Our GC contracts are also incentivized by completion date. That schedule has allowances for weather delays, so it is very important that we can see what’s happening in the past and present. This helps us ensure weather delays are being used as they should.”

CONSISTENTLY EXCELLENT CUSTOMER SERVICE

“In our business, we are always in search of consistency and dependability. OxBlue is always responsive when I need something, I know the cameras are going to arrive when they should. My support team at OxBlue is quick to handle all my requests.”

- Ankit Patel, Peachtree Hotel Group
Development Manager

For Patel, the quality and features of the cameras aren't the only reason why his company has chosen OxBlue as their jobsite monitoring partner. With 24/7 camera monitoring and concierge service, OxBlue's customer support team goes above and beyond to ensure PHG has what they need before they've even asked.

“There was one month where it was cloudy every day for one of our projects that uses a solar panel package to power the camera. My representative notified me to let me know we were having issues generating enough solar power to operate the camera for 24hr a day before anyone else noticed. He monitored the cameras and their solar panels output every day for weeks to adjust the operational times on the camera to maximize the stored energy in the battery,” said Patel. “If there's a rainy month, I know my representative will automatically make the adjustment needed and that is why we stay with OxBlue.”

The personal relationship between Patel and the OxBlue team has remained consistent, no matter who he's talked to.

“Dealing with OxBlue has been great, all of my requests have always been taken care of quickly.”

For more information on Construction Camera Systems, contact a rep at <https://oxblue.com/schedule-a-demo>