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Diebold provides security systems and monitoring for national jewelry chain

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Customer: Ultra Stores, Inc., the eighth largest jewelry chain in the United States, sells discounted diamonds, watches and fine jewelry.

Location: Headquartered in Chicago, the chain has 125 stores in 30 states and continues to grow. Most stores are located in outlet malls and other discount locations, but Ultra is also opening conventional jewelry stores in downtown shopping areas.

Project: In addition to installing Closed Circuit Television (CCTV) and physical security devices in nearly 20 Ultra Stores locations, Diebold provides ongoing alarm monitoring services.

Service History: In early 2004, Ultra Stores turned to a new alarm and monitoring partner, Diebold, after being disappointed by the declining service levels of other suppliers.

Everyone who meets Dick Fein likes him. He's an easy-going type, and while he works in Chicago at Ultra Stores' headquarters, he still proudly wears his cowboy boots. But as the jewelry company's corporate director of loss prevention, he's a very busy man who has little patience for suppliers who don't deliver what they promise.

So when Diebold was able to meet the tough demands of equipping nearly 20 new locations with security equipment and monitoring services prior to their grand openings, Dick Fein knew he'd found more than a great supplier – he'd found a true business partner.



"There have been several instances where Diebold has stood out in service," Fein said. "Sometimes, it can be as little as four weeks from the time we sign the contract for a new location until it's ready for us to move in. That's extremely fast turnaround to get security equipment together, in place and make sure it works. Diebold never missed an opening date."

Diebold provided many Ultra locations with CCTV, digital video recorders and physical security devices, and provides continuing alarm monitoring services for those locations. But Fein said what set Diebold apart from other suppliers was the service, support and project

management behind the products.

"In today's environment, too many companies forget that it's about service first and products second," Fein explained. "I don't have time to follow up with a company on technical problems or billing issues. My time can be spent on more productive things than making follow-up calls to resolve an issue. Diebold takes care of everything so I don't have to worry about it."

Diebold worked closely with Ultra Stores contact people to customize security systems that would best meet their needs. Diebold specialists worked with Ultra's architects to develop potential plans, review possible security holes, and propose the best options to keep Ultra's assets – and people – safe.

"Diebold did all the homework, showed me how the various options would work, and let me decide what would be best for our stores," according to Fein. "They don't just want to sell; they want to meet your needs."