

My Muscle Chef

Unifying security at a state-of-the-art food production facility



Name

My Muscle Chef

Industries

Food Production

Location

Sydney, NSW, Australia

Products

Security Center, Synergis™ IX, Omnicast, AutoVu, SharpV

Partners

JD Security

My Muscle Chef leverages Genetec™ Security Center to unify security at its new multi-million dollar food production facility

My Muscle Chef offers smart nutrition to everyday Australians through its range of high-quality ready-made meals and on-the-go snacks. Since launching in 2013, the company has grown from a small three-person kitchen to one of Australia's best food manufacturing facilities.

In 2022, the business opened its doors to a new state-of-the-art production facility in Sydney's western suburbs. With an investment of \$55 million AUD, the Yennora logistics and manufacturing factory spans 10,000 square metres, boosting the company's production capabilities from 500,000 to 1.2 million fresh meals per week.

Following extensive market research, the company has since expanded its product range to include fresh meals, snacks, and drinks. The new facility enables the company to harness market-leading technology to continue to be a benchmark for food manufacturing in Australia.

Harnessing a turn-key security solution to enable business growth

Before opening the company's new production facility, My Muscle Chef didn't have a centralised solution to manage video, access control, automatic licence plate recognition, and intercoms. With no single line of sight, the team was reliant on integrating multiple platforms, each built for a single purpose.

This presented both operational and logistical challenges, held back by a system that no longer met their needs.

To meet growing consumer demand, the company's new factory needed to increase production capacity while prioritising product quality and adhering to strict food safety standards. With significant investment being made in state-of-the-art technology across the facility, My Muscle Chef needed a unified security solution that could meet the scope of the project.

Working with Genetec™ Unified Elite partner and systems integrator, JD Security, My Muscle Chef chose Security Center as their unified security platform, offering video management, license plate recognition, access control, and intercoms in one place.

John Khoury (Head of Technology and Change Management at My Muscle Chef) and Tobias Dunn (Head of Operations at My Muscle Chef) were both involved in the selection process. Alongside Luke Johnston (Head of Technical and Sales for JD Security), Genetec™ was recommended as the best-in-class solution, able to offer a unified security solution the businesses needed to scale successfully.

Bringing a best-of-breed facility to life with centralised security

The new My Muscle Chef HQ in Yennora brings together manufacturing, warehousing, and operations under one roof.

With the unified Security Center solution in place, the team can see what's happening across the factory, monitor security events and manage responses from a single location.

100+ cameras offer real-time visibility across the facility, from production lines to the warehouse floor. With multiple external entry points and many vehicles (like garbage trucks) arriving after hours, three license plate recognition cameras enable the seamless entry and exit of approved, pre-vetted vehicles. Reporting and compliance are simple, with cameras automatically logging how long each truck is on-site.

Across 25+ doors, access control systems keep the company's people and assets safe. With the addition of facial recognition, My Muscle Chef has been able to streamline the process of identity verification and ensure access is provided based on secure biometric identification (rather than physical tools like keycards and fobs). This process keeps high-risk production areas safe and secure while optimising the process of checking staff time sheets and attendance records, with entry and exit times recorded through facial recognition.

With 5+ Sipelia intercoms in place, managing conversations between security and staff can happen seamlessly.

Plus, with over 100 alarm points using Synergis™ IX, the team can harness everything from motion sensors to audible sirens for nominated critical alarms to reduce the chance of security threats and rapidly respond to any incidents with accuracy.

"Staff access and controlling the day-to-day movements of team members proved challenging before switching to Genetec. Now, all access points can be monitored and managed from a singular system, unlocking efficiencies and boosting security for My Muscle Chef at scale," reveals Luke Johnston, Director and Head of Technical & Sales at JD Security.

Unlocking efficiencies and boosting productivity at scale

By consolidating its tech stack, My Muscle Chef has been able to reduce the costs and inefficiencies of managing multiple tools. With one unified solution in place, the business has benefited from both time and cost efficiencies as well as a boost in productivity.

From the design phase of the new facility, unified technology was a key priority for the team. Plus, the team wanted a solution that would avoid the need for high-level integrations (HLI) that could cause issues with keeping software and hardware compatible across manufacturers, particularly as new versions and software updates were released.

With one core line of sight through the Security Center software, managing access and identity verification across all areas of the building is streamlined and simplified. This enabled My Muscle



Chef to swap physical key cards and access passes for biometrics readers (like facial recognition) and vehicle recognition technology.

Now, My Muscle Chef has been able to establish access zones for specific areas of the facility to customise the configuration to suit their business needs. Access can easily be restricted to only the zones staff need access to, based on their role and responsibilities.

Leveraging a unified product suite through Genetec eliminates the need for any high-level integrations, boosting reliability and reducing the likelihood of system errors. Plus, harnessing a single solution offers considerable time savings for both My Muscle Chef and their partner JD Security, allowing teams to easily identify security incidents, pinpoint which access points are relevant and deploy security personnel efficiently to service the request.

Navigating future compliance obligations with confidence

With a multi-year software maintenance agreement in place, My Muscle Chef has ongoing support in place to adhere to changes that may arise with compliance and Government regulations (specifically around food safety standards and building security).

With the right systems in place to gain real-time visibility over their production line (if needed), the team can confidently meet their OH&S compliance requirements with ease. Now, the team are looking to leverage the Genetec suite of solutions to adopt a proactive (rather than reactive) maintenance schedule, future-proofing their operations for machine integrations.

As more sites and facilities open in the future, My Muscle Chef is confident that Genetec has the expertise and capabilities to scale with its business.

"Genetec was the logical choice for My Muscle Chef, given the platform's unification capability. JD Security was able to leverage the Genetec platform to fulfill My Muscle Chef's requirements using our professional services."