

Madan-Russo Organization Enhances Safety and Cuts Costs with Interface Virtual Guard

About Madan-Russo Organization

For nearly 50 years, Madan-Russo Organization—a family-owned owner-operator of a global fast food chain in northern New Jersey—faced persistent security challenges. Partnering with Interface Systems, the restaurant implemented Interface's Virtual Security Guard solution, to replace expensive on-site armed guards. The solution enabled 24/7 monitoring, with bilingual voice-down commands, and employee security escorts, fostering a secure and welcoming atmosphere at Madan-Russo.



Ana Madan and Ariana Russo, owners of Madan-Russo Organization and Chantel Borrero, Director of Operations, share how Interface's Virtual Guard has enhanced security at their restaurants.



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Persistent Security Concerns

Madan-Russo Organization was operating in an area with a diverse population and this meant significant security challenges. Their New Jersey restaurant location faced issues with loitering, drug-related activity, and occasional violence.

“We’re in a community with a substantial homeless population and individuals dealing with drug issues,” shared Chantel Borrero, Director of Operations. “These challenges made it difficult to ensure the safety of both our team members and customers.” While armed guards provided security, Ana Madan, the restaurant owner, noted, “It’s too expensive to rely on security guards long-term, but we decided to bear the cost for everyone’s safety.”

Traditional security cameras were ineffective at actively preventing incidents, highlighting the need for a more robust and cost-effective solution.



“ The communication and customer service from Interface have been top-notch. Virtual Guard is user-friendly and straightforward, which is exactly what we needed. ”

Chantel Borrero
Director of Operations, Madan-Russo Organization

Comprehensive Security

Madan-Russo Organization partnered with Interface Systems to deploy the Virtual Security Guard solution at their restaurant. This service provides:




- ✔✔✔ 24/7 monitoring with real-time audio warnings in English and Spanish to deter loiterers and reassure customers and staff.
- ✔✔✔ Employee security escort services, allowing staff to request virtual monitoring when entering or exiting the restaurant during non-peak hours.
- ✔✔✔ Immediate deterrence measures that included voice-down commands to convey active monitoring.

“Having the voice-down commands in both English and Spanish was particularly reassuring for everyone involved,” said Ana, highlighting the importance of catering to the restaurant’s diverse clientele and workforce.

Smooth Implementation and Immediate Impact

Rolling out the Virtual Guard system was straightforward, thanks to Interface's thorough training and responsive support. "Interface provided in-person training, webcast sessions, and a comprehensive training deck that we've used repeatedly," explained Chantel. The ease of use allowed staff to integrate the system into daily operations seamlessly.

The benefits were clear from the outset:

-  **Enhanced Safety and Customer Experience:** "Our team and customers feel safer knowing someone is watching," noted Chantel. The deterrent effect was so strong that a known drug dealer who had frequented the location stopped coming. "He hasn't returned since we started using Virtual Guard," she added.
-  **Cost Savings:** The shift from armed police to the Virtual Guard led to significant cost reductions. "We are saving about 200 hours on guard costs, which adds up over time," said Ana. "Even with the startup cost, Virtual Guard has been a cost-effective investment compared to on-site armed security." In monetary terms, **this reduction of 200 hours translates to savings of approximately \$7,000 to \$12,000 per month**—delivering a strong return on investment (ROI) and the long-term value of the Virtual Guard technology.
-  **Reassured Employees:** The security escort service feature provided staff with peace of mind during early-morning or late-night shifts. "Knowing someone is virtually watching your back when you arrive at 4 a.m. or 5 a.m. is incredibly reassuring," said Ana.



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Ana Madan
Owner, Madan-Russo Organization

The addition of Interface's Virtual Guard not only improved safety but also fostered trust and confidence among employees and patrons. "The communication and customer service from Interface have been top-notch, making it easy to address any questions or issues," said Chantel. "It's user-friendly and straightforward, which is exactly what we needed."

For Madan-Russo Organization, Interface Systems' Virtual Guard has proven to be a game-changer. By enhancing safety, reducing reliance on costly on-site security, and providing peace of mind, the solution has strengthened the restaurant's commitment to providing a safe environment.

"The most important thing we can do as restaurant owners today is ensure our locations are safe for everyone," said Ana. "With Interface's Virtual Guard, we've achieved that peace of mind."





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www.interfacesystems.com

[1.888.947.8110](tel:18889478110)

info@interfacesystems.com

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