



| case study

RESTAURANTS & RETAIL

MULTI-LOCATION

CLOUD AI & ANALYTICS

Sbarro Turns Existing Store Cameras Into an AI-Powered Operational Initiative

Custom-trained computer vision models help standardize food display quality using existing camera infrastructure and proprietary store performance KPIs.

BACKGROUND

Could existing store cameras become a scalable business intelligence system?

Sbarro partnered with Camcloud to explore a simple question: Could existing store cameras be used to build a scalable store performance platform? Turns out the answer was “Yes”.

What began as an experimental AI initiative — affectionately referred to internally as “Pizza AI” — evolved into a major operational deployment, expanding to all corporate-owned locations and spreading through Sbarro’s global franchise network.

Together, the companies developed a custom AI-powered computer vision and operational KPI solution that helps standardize food display quality, reinforce accountability, and generate measurable insights across restaurant locations.

Our rollout journey:



THE CHALLENGE

Sbarro's operations team needed a scalable way to:

- ✓ Standardize food display quality
- ✓ Improve operational consistency
- ✓ Supplement manual audits with objective measurement
- ✓ Increase accountability across locations
- ✓ Correlate store execution with broader business performance

Traditional surveillance systems generated video and image footage — but not operational intelligence.

THE SOLUTION

Camcloud trained and deployed custom AI-powered computer vision models using Sbarro's existing camera infrastructure and Camcloud's video management platform.

The system continuously analyzes pizza display conditions and generates operational quality metrics that feed Sbarro's proprietary KPI and management systems.

"We wanted to leverage AI technology to create a scalable tool that could help reinforce standards, improve accountability, and create measurable insights across our stores to drive consistent execution across stores."



"Combining Camcloud's AI platform with our internal operational KPIs created something far more valuable than simple video or image analytics. The resulting AI scorecard gives us the ability to objectively measure merchandising performance across our restaurant system."

— Rohan Shearer, SVP, Chief Administrative Officer, Sbarro

CUSTOM AI

Not Off-the-Shelf Analytics

Unlike off-the-shelf analytics systems, the deployment required custom machine learning development tailored specifically to Sbarro's restaurant environments and workflows.

Camcloud's machine learning team worked directly with Sbarro to iteratively train and refine the models using real-world operational imagery from live restaurant environments.

The custom computer vision models were trained to interpret and collect proprietary food display metrics using video and images from already deployed cameras. The raw data measures, which are then fed into Sbarro's proprietary KPIs, form the basis of Sbarro's AI scorecard.

Through ongoing model training, the AI became increasingly resilient to:

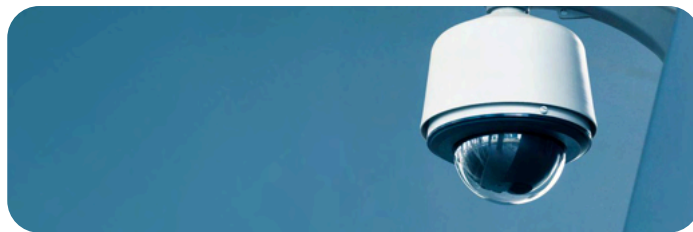
- ✓ Obstructions
- ✓ Challenging camera angles
- ✓ Lighting and image clarity variability
- ✓ Motion and active food service conditions
- ✓ Other operational edge cases

The models continue to evolve as additional training data and operational feedback are incorporated.

OPERATIONAL INTELLIGENCE

Where the Real Value Emerged

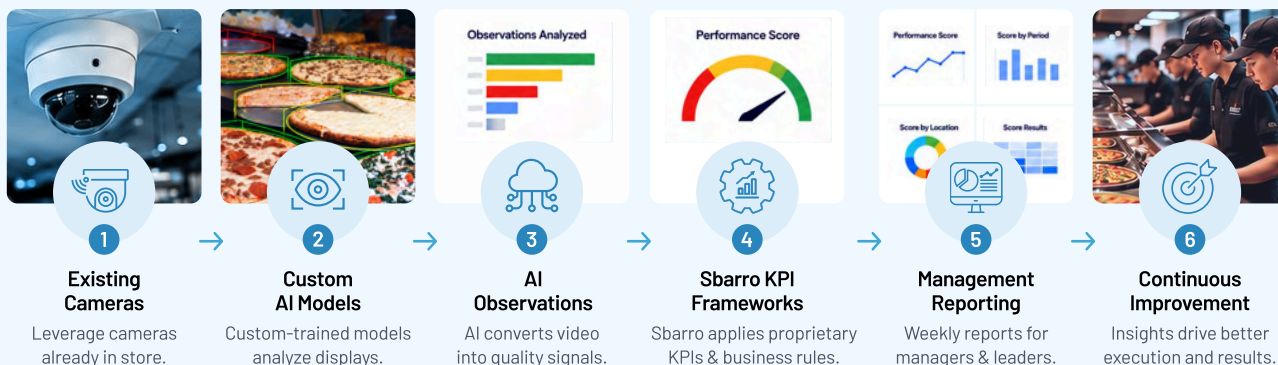
Camcloud's computer vision models automate the collection of continuous food display quality signals from video and image footage, however, the real value of the deployment came not from standalone AI-generated data, but from how Sbarro integrated the raw AI data into its proprietary store performance KPI framework, supported by executive management buy-in and continuous improvement business processes.



This transformed the initiative from a "camera analytics data project" into a scalable operational intelligence platform that's driving real business results.

From Existing Cameras to Operational Intelligence

AI-powered computer vision + proprietary KPIs drive better operations & results.



RESULTS & BUSINESS IMPACT

What began as the "Pizza AI" experiment evolved into a scalable AI-driven performance platform deployed across Sbarro's corporate restaurant network.

By combining existing camera infrastructure, custom-trained computer vision, and Sbarro's proprietary KPI frameworks, the initiative created a repeatable AI-driven scorecard framework that can be extended across the global franchise network.

Key outcomes included:

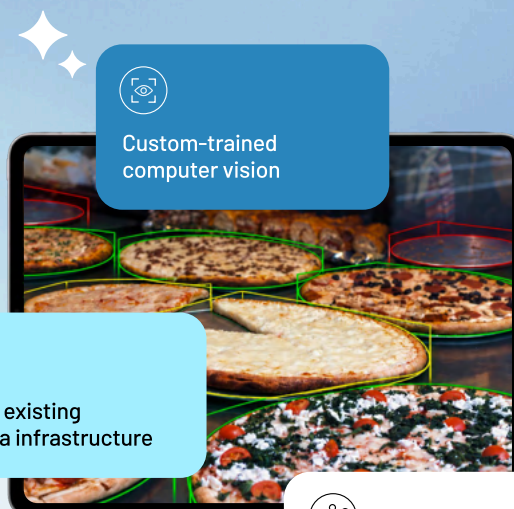
- ✓ Expanded from proof-of-concept to full corporate store rollout
- ✓ Spreading now to franchises worldwide
- ✓ Weekly operational reporting delivered to management teams
- ✓ Standardized display quality measurement across stores
- ✓ Increased operational accountability
- ✓ Reuse of existing camera infrastructure
- ✓ Scalable cloud-managed deployment model
- ✓ Reusable AI-driven KPI framework for global franchise operations

ABOUT CAMCLOUD

Camcloud is a hardware-free cloud video surveillance platform that helps businesses connect, manage, and access video from virtually any IP camera.

With open camera support, secure cloud video management, and AI-powered analytics, Camcloud enables organizations to modernize existing camera systems without replacing infrastructure or adding complex onsite hardware.

For multi-location businesses like Sbarro, Camcloud provides a flexible platform for turning deployed cameras into scalable security, operations, and business intelligence tools.



ABOUT SBARRO, LLC

Founded in 1956, Sbarro is the global leader for authentic New York pizza-by-the slice in the quick-service restaurant (QSR) industry. Celebrated for their commitment to quality, Sbarro offers pizza made from scratch hand-stretched dough, 100% whole milk mozzarella cheese, and San Marzano-style tomato sauce in a variety of venues, including malls, casinos, airports, universities, convenience stores and travel plazas. With a presence of over 850 restaurants in more than 30 countries worldwide, the brand continues to expand its reach through a combination of company-owned and franchised restaurants. Sbarro prides itself on being an employer of choice and a favorite destination for customers around the world.

For more information about Sbarro, its latest openings, and franchise opportunities, visit www.sbarro.com. Get social with us on @sbarro on Facebook and TikTok, and @sbarroofficial on Instagram.



"Sbarro demonstrated that AI doesn't require rebuilding infrastructure from scratch. By leveraging existing deployed cameras and combining custom computer vision with a purpose-built KPI performance framework, the company transformed ordinary IP camera infrastructure into a scalable business intelligence platform."

—Alen Zukich,
Chief Product Officer, Camcloud

Ready to get started with Camcloud?

Contact us to schedule a demo or get pricing.



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