



# TRASSIR ActivePOS

Smart control module for POS transactions

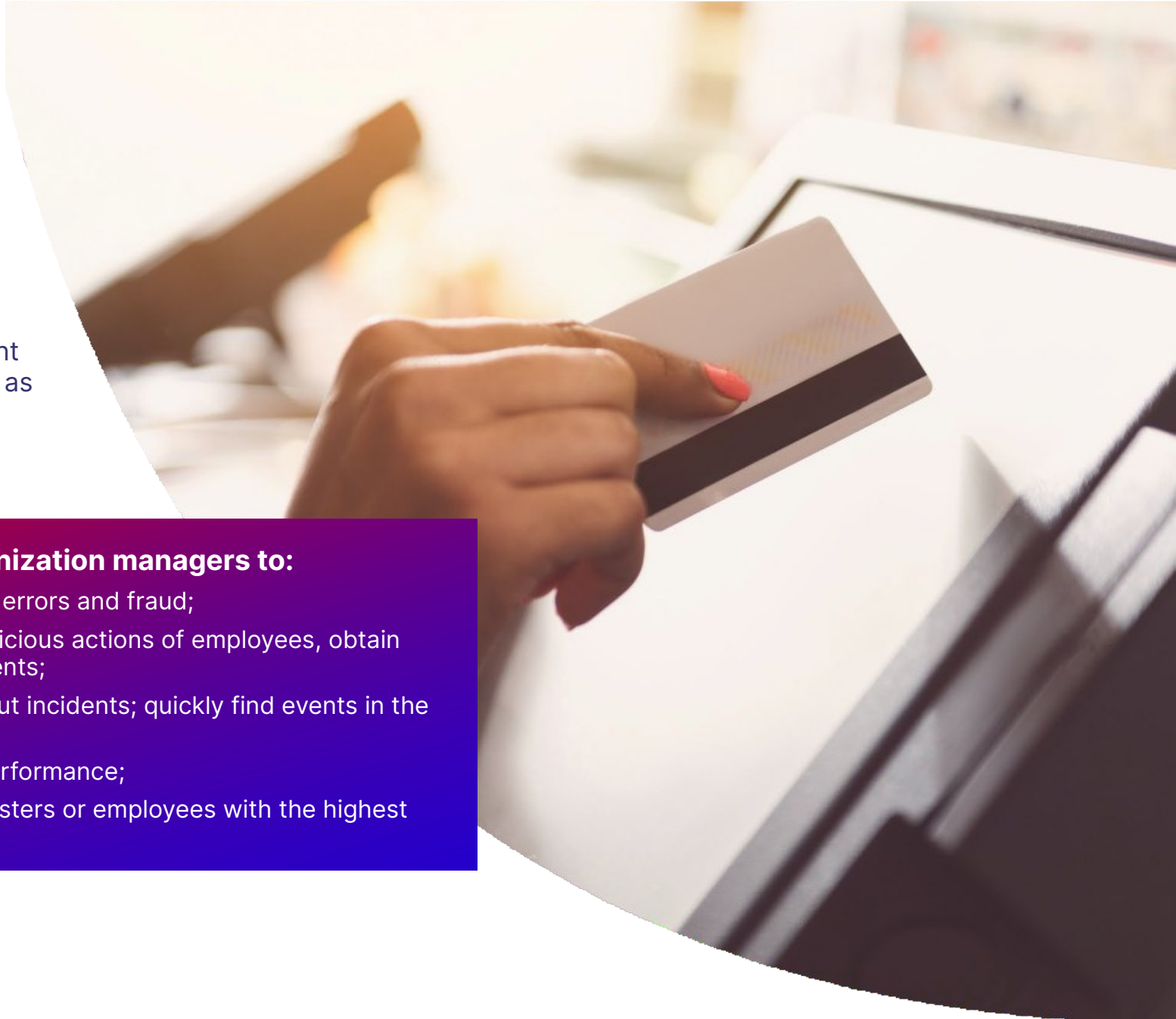
Synchronization of the video stream with all events  
of a cash register in one window

# TRASSIR ActivePOS

The smart module provides effective control of POS transactions to prevent unlawful actions taken by personnel, as well as increases the efficiency of resolving conflicts with customers

## **It is designed to allow the organization managers to:**

- reduce financial losses due to staff errors and fraud;
- track and record on video any suspicious actions of employees, obtain evidence and a full report on all events;
- receive automatic notifications about incidents; quickly find events in the archive by dozens of parameters
- monitor employee discipline and performance;
- generate reports, identify cash registers or employees with the highest number of suspicious actions.





# TRASSIR ActivePOS

Statistically, up to 50% of the store's financial losses occur in the cash register area

## How does it work?

- The efficiency of the solution is guaranteed through the synchronization of the video stream with the cash register equipment
- The module allows to quickly find any event on the video





# TRASSIR ActivePOS usage scenarios

## Reducing financial losses

The system makes it possible to verify all receipts, eliminate fraudulent use of discounts and loyalty cards

## Preventing illegal actions

The monitoring and tracing system reduces risks of financial fraud to a minimum

## Optimizing the work of supervisory personnel

Automatic notification of critical events and reporting increases employee efficiency by helping to optimize their count

## Increasing the efficiency of cash personnel

The system provides control over the presence of employees at their workplace and the speed of their work

## Increasing the level of corporate culture

Prompt reaction to fraud as a means of enforcing personnel policy

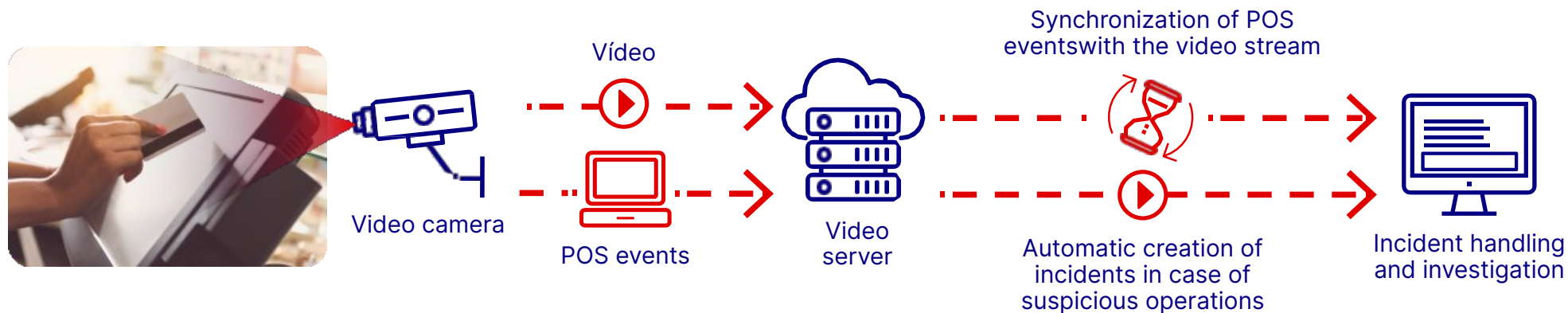
## Conversion marketing analysis

Using the module in conjunction with the Neuro Counter module allows to calculate visitor-to-customer conversion

## Additional KPI for employees

Improving the efficiency of the service point, assessing the productivity of employees

# Solution architecture. How does it work?



## Reaction scenarios:

**1** Notifications in the Trassir interface

**2** Generating and exporting reports:

- by cash register
- by employee
- by product

**3** Notifications:

- SMS-notifications
- Email-notifications
- Telegram
- Data export in XLSX and CSV

# Solution functionality. How does it work?



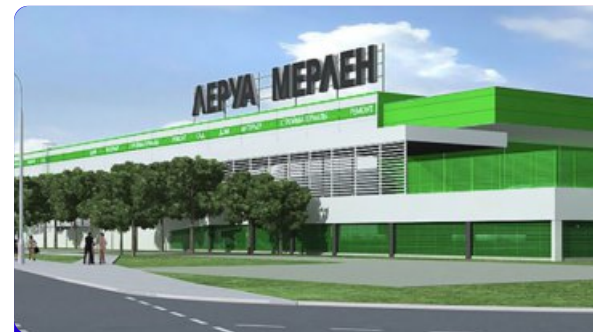
# Areas of application



**Gas stations**



**Food oriented retail**



**Non-food oriented retail**



**Pharmacies**



**Fast-food restaurants**



**Banks**

# Solution benefits

## Efficiency

Dramatic increase in the efficiency of the video surveillance system -payback within the first months of operation

## Integration flexibility

Used in conjunction with other smart business analytics modules, it provides consolidated reports on the situation in the outlet and allows you to make management decisions based on objective data

## Modification

Option to expand functionality and create customized solutions

## Trassir CMS management system

A corporate solution for managing tens of thousands of servers and hundreds of thousands of cameras within a single system. System health monitoring. Access restrictions. Consolidated video analytics data collection

## Convenience

Intuitive interface and a flexible range of reports designed with the expertise and needs of market leaders in mind

## Integration options

ActivePOS works with most POS systems using their protocols. In the case of rare or proprietary POS, integration is done using DSSL\_XML protocol

## Trassir VMS management system

Local system for easy management of cameras and servers. Allows for monitoring the health of the servers, and ensures the reliability of the archive record

## Responsiveness

Real-time monitoring of the situation and the capability to respond immediately to a critical situation

## Integration

The necessary set of mechanisms for integration with hardware

## Independence

Option to use the module with most third-party equipment



## You may also be interested in:

1

**Queue Detector** – a neural network module for counting people in queues

2

**Theft Prevention** – software for reducing/reimbursing losses from shoplifting

3

**Staff Tracker** – a module to assess the quality of staff performance: salespeople, promoters or managers in offline retail

4

**Neuro Counter** – a visitor counting module. Analysis of visitor activity based on reports in a given time interval

5

**Heat Map on Map** – module for generating a map of people movement in a given area

6

**Social distance detector** – a module for monitoring compliance with social distancing

7

**Face Mask Detector** – a module for monitoring compliance with face mask requirements in public places

# ActivePOS. Stories of success

The largest chain of fast food restaurants, with more than 500 restaurants in Russia

Industry: HoReCa | Region: Russia

## Key objectives of the project:

- minimize delays in receiving and issuing orders
- eliminate the facts of fraud at cash desks, as well as cases of theft

## Implementation results:

- Payback within the first 2 months
- Decrease in financial losses from theft by 50-70%
- Video surveillance as a means for enforcing regulations
- Collection of statistical data for marketing research without the involvement of outside services



# ActivePOS. Stories of success

In 2019, one of the largest grocery retailers in Russia has identified in one of the chain's stores the fact of financial losses from staff fraud at the cash registers in the amount of about 400,000 rubles in a single month. In order to avoid such cases in all stores of the network, it was decided to find a solution to ensure constant monitoring of cash transactions.

Industry: Retail | Region: Russia

## Basic requirements for the solution:

- scalability;
- equipment fault tolerance;
- flexible system and simple customization
- warranty, service, technical support

## Implementation results:

- Thanks to the test implementation of ActivePOS, the fact of theft was confirmed, the staff has been revised. The solution has been scaled to all stores.





# ActivePOS. Stories of success

Small wholesale store selling building materials and equipment repair services (refrigeration, trade equipment, etc.)

Industry: Retail | Region: Russia



## Key objectives of the project:

- maintaining round-the-clock video surveillance in several commercial pavilions with a total area of about 800 and 1500 m<sup>2</sup>;
- integration with POS already installed in stores;
- receiving information from POS-terminals and its use in conjunction with the data obtained from the video surveillance system;
- prompt remote access to the video surveillance system via the Internet and local network.

## Basic requirements for the solution:

- quick implementation and simple operation;
- scalability and the option to gradually increase the capacity of the video surveillance system;
- reliable and uninterrupted operation of equipment and software without interruptions or loss of frames in video recordings;
- long-term archiving of video footage.

## Implementation results:

- significant reduction in theft; improvement of the overall level of employee discipline;
- recording of employee working hours;
- capability to quickly resolve any conflict situation, theft, fraud or damage to products through a quick search of the archive and storage of all video recordings for the last 30 days.



# ActivePOS. Stories of success

A chain of 30 beer stores

Industry: Retail | Region: Russia



## Key objectives of the project:

- reduction of losses from errors and fraudulent actions of cashiers;
- conversion counts of outlet visitors;
- automated and centralized store reporting;
- remote access to the system via the Internet and viewing the video archive from mobile devices.

## Implementation results:

- 24/7 video surveillance in every store of the chain;
- savings through reduced losses due to staff errors and fraudulent actions of cashiers;
- calculation of outlet conversion through integration of TRASSIR ActivePOS module with the cash register system;
- development and implementation of an additional script
- for TRASSIR ActivePOS to automatically generate reports for the management of the network.

# Contacts

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Hardware catalog



VMS Catalogue



Success stories

