



SUCCESS STORIES

RETAIL



TRASSIR®

Özdilek PARK
BURSA NİLÜFER

Özdilek, supermarket chain, Türkiye

Retail

Case 1

Özdilek

Özdilek, supermarket chain, Türkiye
Client profile

ÖZDİLEK is a leading retail group in Türkiye with over 40 years of operation, managing an extensive network that includes 14 shopping centers, 7 supermarkets, 8 department stores, and more than 100 home textile stores. As the largest retailer in the country, the company prioritizes innovative solutions to enhance security and operational efficiency across its widespread locations.



TRASSIR®



Project background

TRASSIR implemented a comprehensive retail security solution featuring:

- TRASSIR UltraStation for high-performance video management and storage
- TRASSIR ActivePOS to automatically detect violations at checkout points and send immediate notifications to responsible staff
- TRASSIR IP cameras for complete coverage of all critical areas

Integration with existing ACS and facial recognition technology for advanced access control



Project results

The implementation delivered significant improvements in security and loss prevention:

- Faster response times by security teams to violations and suspicious incidents
- Reduction in financial losses through proactive detection and real-time alerts
- Enhanced operational efficiency by automating manual monitoring tasks
- Improved security levels across all retail facilities through integrated technology

The solution has successfully helped ÖZDİLEK achieve its goal of minimizing losses while maintaining a secure shopping environment for customers and staff.

Project solution

Retail businesses like ÖZDİLEK face significant challenges related to theft and human error, leading to substantial financial losses. Key objectives for the project included:

- Reducing store losses through advanced surveillance and real-time monitoring
- Integrating video surveillance with checkout operations for improved control
- Minimizing manual security operations while increasing overall facility safety
- Incorporating facial recognition technology and access control systems (ACS) for enhanced security

Comprehensive customer security is our top priority. The solutions shown represent standard recommendations and may vary based on project requirements, regulations, or partner capabilities.

An aerial photograph of a dense urban landscape in Brazil, likely São Paulo. The image shows a mix of modern high-rise buildings with glass facades and older, lower-rise structures with red-tiled roofs. A prominent pyramid-shaped building is visible in the center. The city is surrounded by greenery and a body of water is visible in the background under a blue sky with scattered clouds.

DownTown Centro, mixed-use complex, Brazil

Retail

Case 2

DOWNTOWN

DownTown Centro, mixed-use complex, Brazil

Client profile

DownTown Centro is a large-scale urban development project functioning as a "city within a city" in the heart of the country's second-largest metropolitan area. The complex comprises 20 distinct sectors featuring diverse retail outlets, coffee shops, bars, and restaurants, serving as a major commercial and social hub requiring advanced security solutions.

Brazil, Rio de Janeiro



Project background

Operating in a region with high crime rates, DownTown Centro prioritized enhancing security as a key value proposition for visitors. The project required a sophisticated surveillance system capable of providing comprehensive monitoring across multiple sectors while meeting high standards for efficiency, usability, and analytical capability. The solution needed to integrate seamlessly with existing infrastructure while delivering robust performance.



Project solution

TRASSIR implemented a tailored security solution featuring:

- TRASSIR AnyIP professional video recording and imaging software for flexible camera integration
- IP cameras for comprehensive area coverage
- LCD panels for centralized monitoring and display
- Advanced analytics and archiving capabilities customized to client specifications



Project results

The implementation delivered significant operational improvements:

- 24/7 premises monitoring ensuring continuous security coverage
- Automation of routine tasks reducing security team workload
- 100% fulfillment of client requirements for system efficiency and usability
- Enhanced visitor safety through proactive surveillance capabilities
- Seamless integration with existing infrastructure minimizing disruption

The system has successfully elevated security standards at DownTown Centro, providing both operational efficiency and enhanced safety for visitors while meeting the complex's specific requirements for performance and reliability..

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TRASSIR®

ARABESQUE, construction materials distribution, Romania

Retail



Case 3



ARABESQUE, construction materials distribution, Romania

Client profile

ARABESQUE is Romania's leading construction solutions supplier and distributor, operating 38 points of sale and 21 warehouses nationwide. With over 3,200 employees and a logistics fleet exceeding 1,000 specialized trucks, the company required a robust, scalable security solution to protect its extensive supply chain and storage facilities across multiple locations.



Project background

As a major distributor with a vast logistics network, ARABESQUE needed to implement automated warehouse control systems to prevent theft, minimize handling errors, and secure perimeter access. Key challenges included:

- Ensuring 24/7 monitoring of multiple warehouse facilities
- Controlling access for individuals and vehicles across all locations
- Integrating security with operational processes for comprehensive oversight
- Reducing security costs while improving incident response capabilities



Project solution

TRASSIR implemented a centralized security management system featuring:

- TRASSIR IP cameras for comprehensive area coverage
- Network Video Recorders (NVRs) for centralized data management
- Control area with video wall for real-time monitoring and response
- Integrated access control for personnel and vehicle management
- Automated alert system for immediate incident notification



Project results

The implementation delivered significant operational and security improvements:

- >30% reduction in security costs through automated monitoring and reduced manpower requirements
- Rapid archive search capability for efficient violation investigation
- Automated incident alerts enabling prompt security service response
- Enhanced monitoring of loading/unloading operations preventing losses
- Improved perimeter security with controlled access points
- Centralized management of multiple locations from a single control center

The solution has successfully enhanced ARABESQUE's security posture while optimizing operational costs, providing a scalable framework for future expansion across their growing network of facilities.

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The background image shows a large, illuminated sign for 'Best Burger in Town (BBT)' at dusk. The sign is dark with a glowing orange border. The letters 'BBT' are large, stylized, and illuminated from within. In the top left corner, the 'TRASSIR' logo is visible in white.

TRASSIR®

Best Burger in Town (BBT), fast-food, The State of Kuwait

Retail

Case 4

Best Burger in Town (BBT), fast-food, The State of Kuwait

Client profile

Best Burger in Town (BBT) is a rapidly developing and ambitious fast-food restaurant chain specializing in burger takeout services. Focused on operational efficiency and customer satisfaction, BBT sought to implement advanced technological solutions to optimize its drive-through operations and enhance overall service quality.

The State of Kuwait



Project background

BBT aimed to integrate a new CCTV system with its existing POS system to streamline operations and improve security. Key objectives included:

- Implementing four drive-through lanes with vehicle and license plate recognition
- Securing parking and order distribution areas
- Monitoring visitor flow and compliance with anti-epidemic measures
- Reducing order processing time and minimizing errors



Project results

The implementation delivered significant operational improvements:

- 30% reduction in order waiting time through optimized queue management
- Zero mistaken orders achieved via accurate order-vehicle matching
- Enhanced customer loyalty through personalized service and analytics
- Improved compliance monitoring with safety and hygiene protocols
- Complete customer satisfaction with the system's performance

The solution successfully transformed BBT's operational efficiency while providing valuable analytics for future business development and loyalty programs.



Project solution

TRASSIR implemented an integrated solution featuring:

- 4 TR-D2253WDZIR7 cameras for comprehensive coverage
- TRASSIR NeuroStation Compact RE network video recorder
- AutoTRASSIR automatic license plate recognition module
- TRASSIR Neuro Detector for object detection and classification
- TRASSIR Neuro Counter for customer flow analytics

The system provided seamless integration with BBT's POS system, enabling real-time order tracking and customer identification.

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TabCO Food restaurant, the State of Kuwait

Retail

Case 5

TabCO Food restaurant, the State of Kuwait

The State of Kuwait



Client profile

The client is an American fast-food restaurant chain specializing in organic hamburgers, with over 40 branches across the United States, Bahrain, Kuwait, and Qatar. As a growing international franchise focused on quality and customer experience, the chain required a unified technological solution to streamline operations, enhance security, and maintain consistent service standards across all locations.



Project solution

TRASSIR implemented a comprehensive solution featuring:

- TRASSIR NeuroStation Compact RE network video recorder
- TRASSIR outdoor IP cameras for complete coverage
- AutoTRASSIR automatic license plate recognition module
- TRASSIR Neuro Detector for object detection and classification
- TRASSIR Neuro Counter for visitor and vehicle analytics
- The system enabled real-time monitoring of drive-thru operations, parking security, and safety compliance within a single platform.



Project background

As the chain expanded its drive-thru operations internationally, it faced challenges with fragmented security and operational systems. Key objectives included:

- Integrating CCTV with POS systems for streamlined order processing
- Securing parking areas against theft and vandalism
- Automating visitor and vehicle counting
- Enforcing safety protocols across all locations



Project results

The implementation delivered significant improvements:

- 20% reduction in drive-thru service times through automated order processing
- >95% accuracy in license plate recognition for regional vehicles
- 30% decrease in equipment damage incidents with AI monitoring
- 4x faster dispute resolution via centralized analytics
- Real-time compliance tracking for safety protocols
- Scalable foundation for future parking analytics expansion

The solution successfully enhanced both operational efficiency and security across all franchise locations.

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TRASSIR®



Kent Meydanı AVM



SOMEWHERE
TIMELESS

Tavuk Dünyası

Kent Meydanı Mall, shopping mall,
Türkiye

Retail



Case 6

Kent Meydanı Mall, shopping mall, Türkiye

Client profile

Kent Meydanı Mall is an award-winning shopping center located in the prime central square of Bursa, one of Türkiye's most prominent cities. Developed through a partnership of leading construction firms including Küçükçalık İnşaat A.Ş., Sönmez Turizm Emlak A.Ş., and Özipek İnşaat A.Ş., the mall spans 29,800 m² of leasable area designed to European standards. Housing 104 diverse brands and attracting approximately 1.1 million monthly visitors, this prestigious retail destination requires sophisticated security and operational solutions to ensure visitor safety and business efficiency.



Project background

The mall's high visitor traffic and extensive facilities presented significant security and operational challenges. Key objectives included enhancing visitor safety through advanced video analytics, improving fire safety compliance, reducing security operational costs, gathering accurate visitor statistics for business intelligence, and establishing a reliable evidence archive for incident investigation. The solution needed to integrate seamlessly with existing infrastructure while providing scalability for future expansions.



Project results

The implementation delivered substantial operational and security enhancements:

- Reduced security payroll costs through automated monitoring and alert systems
- Enhanced fire safety across the entire perimeter with proactive detection capabilities
- Minimized financial losses from theft through improved surveillance and rapid response
- Enabled efficient database navigation and evidence retrieval with ActiveSearch+
- Provided valuable marketing insights through visitor statistics and analytics
- Established a scalable foundation for future expansions

This initial phase has successfully modernized the mall's security infrastructure, with plans already underway to implement additional video analytics modules, checkpoint access control, and automated license plate recognition systems. The client has expressed satisfaction with the results, particularly noting the cost-effectiveness of utilizing existing camera infrastructure through TRASSIR's AnyIP technology.



Project solution

TRASSIR implemented a comprehensive security and analytics solution in collaboration with LION TECHNOLOGY DIŞ TİCARET ANONİM ŞİRKETİ, featuring:

- 1 NeuroStation 8800R/128 server for centralized management and storage
- 128 AnyIP licenses enabling integration of existing multi-brand cameras
- 20 Fire & Smoke Detector modules for enhanced safety compliance
- TRASSIR VMS for unified system control
- TRASSIR ActiveSearch+ for efficient forensic investigations

The solution leveraged TRASSIR's platform flexibility to maximize existing investments while adding critical safety and analytical capabilities.

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TRASSIR®

İnegöl AVM, shopping mall, Türkiye

Retail

Case 7

İnegöl AVM, shopping mall, Türkiye

Client profile

İnegöl Mall, renowned for its vibrant events and unique brand offerings, stands as a key attraction in the region. With 42 000 square meters of leasable space, it is situated in İnegöl, one of the most industrially significant towns in Bursa. İnegöl Mall provides a quality experience for its visitors. Opened in 2013, it is strategically located along the Bursa-Ankara highway, spearheaded by the İnegöl Municipality. İnegöl Mall is recognized as one of Türkiye's premier shopping centers. The project was implemented in cooperation with our partner, BİSAVUNMA GÜVENLİK ve Aktif Güvenlik.



Project background

İnegöl Mall required a comprehensive security upgrade to safeguard visitors, belongings, and premises while improving operational efficiency. Key challenges included the need to integrate with legacy systems, automate manual security processes, and gain actionable insights into visitor traffic. The primary objectives were:

- Enhance visitor and asset safety through 24/7 monitoring.
- Implement a unified system to prevent incidents and automate security responses.
- Optimize mall operations through data-driven analytics.



Project solution

To address the client's requirements, TRASSIR deployed:

- TRASSIR NeuroStation 8800R/32-S
- TRASSIR VMS
- TRASSIR AnyIP
- TRASSIR Neuro Counter + INT
- TRASSIR Business Analytics script

This integrated setup leveraged the mall's existing cameras through TRASSIR AnyIP, avoiding costly hardware replacement. The solution combined real-time surveillance with automated analytics for security and operational insights.



Project results

TRASSIR's flexible integration significantly enhanced security and efficiency at İnegöl Mall:

- Automated security: Real-time alerts and task execution reduced human error and secured perimeters.
- Precise analytics: Neuro Counter delivered accurate people/vehicle counts for occupancy monitoring.
- Operational insights: Business Analytics scripts enabled quick visitor trend analysis and archive searches.
- Cost efficiency: TRASSIR AnyIP maximized existing infrastructure, eliminating hardware replacement costs.
- Scalable platform: The open architecture supports future feature expansion. High client satisfaction confirms the solution met all security and automation objectives.



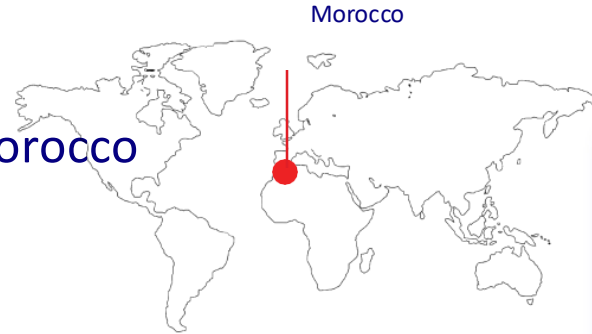
TRASSIR®

Leading car dealership, Morocco

Retail

Case 8

Leading car dealership, Morocco



Client profile

A leading car dealership in Morocco, with branches in six cities, was seeking to streamline its daily operations while ensuring strong site-wide security. Offering both new and used vehicles, the dealership needed a reliable, intelligent solution to support its growth and high customer traffic.



Project background

As business expanded, the dealership identified the need for enhanced operational insights and robust access control. Key goals included automating visitor counting, tracking vehicle stock in real time, and implementing intelligent facial recognition for increased site security. The ideal solution would deliver these capabilities without requiring major hardware changes or operational disruptions.



Project results

The TRASSIR solution led to significant improvements in operational efficiency, security, and cost management. Automation of visitor tracking and inventory monitoring reduced manual workloads, while access control enhancements elevated overall site security. Pleased with the results, the dealership plans to roll out TRASSIR solutions to additional locations, building toward a more secure and data-informed dealership environment. This project was carried out in collaboration with PRM-Micro, whose deep technical expertise significantly contributed to the success of the implementation.



Project solution

TRASSIR provided an integrated video analytics and access control solution tailored to the dealership's operational and security needs, including:

TR-D3253WDZIR3 v2 2.7-13.5 cameras

- Face Recognition
- AutoTRASSIR Parking
- Neuro Counter
- AnyIP
- NeuroStation 8200R/32-S INT

The project was implemented without requiring integration with existing systems or hardware modifications, ensuring a smooth and cost-efficient deployment across multiple dealership locations.

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TRASSIR®

International beauty and cosmetics retailer,
Middle East

Retail

Case 9

International beauty and cosmetics retailer, Middle East



Client profile

The client is an international beauty and cosmetics retailer with a strong presence in the Middle East. The company introduces consumers to a diverse selection of beauty products from Russia, Korea, Europe, and the U.S., offering everything from mass-market essentials to luxury brands — all complemented by high-quality in-store service. The retailer partnered with a technology provider to support its regional expansion, ensure high levels of security, streamline transaction monitoring, and maintain effective inventory control across its mall-based stores.



Project solution

TRASSIR delivered a comprehensive video surveillance and POS analytics solution designed specifically for luxury retail needs, including:

- NeuroStation 8800R/128 [INT] + HDD
- TRASSIR ActivePOS modules
- TRASSIR AnyIP licenses

The project also included a pilot implementation of TRASSIR ActiveStock to enable advanced stock tracking and warehouse monitoring, with integration underway with the client's warehouse management system.

The system was integrated with existing cashier terminal programs, allowing synchronized transaction monitoring without the need for extensive hardware replacement, ensuring a cost-effective and operationally smooth deployment across both sites.



Project background

With new store openings at Mirdif City Centre (Dubai, UAE) and Red Sea Mall (Jeddah, Saudi Arabia), the retailer recognized the need to enhance in-store security and operational analytics to protect valuable inventory and optimize daily processes in environments with steady customer traffic.

The primary objectives included real-time video surveillance integrated with POS systems, control of cash transactions with video linkage for each transaction, and the implementation of AI-powered fraud detection. Additionally, the client aimed to ensure seamless monitoring of high-traffic areas to maintain customer safety while maintaining the discreet, premium shopping experience.



Project results

The TRASSIR implementation has enhanced operational visibility and security across the retailer's flagship stores, enabling:

- Fraud prevention with instant alerts for suspicious POS activities.
- Continuous monitoring of high-traffic areas to ensure visitor safety.
- Video-linked transaction control to reduce revenue leakage and manual investigations.
- Improved operational efficiency and readiness for future analytics through the ActiveStock pilot.

Following the deployment, the client noted high customer loyalty and improved in-store control and is now planning to extend TRASSIR solutions to additional store locations following the pilot's completion.

The project reflects TRASSIR's commitment to delivering tailored, data-driven security and analytics solutions for the retail industry, supporting clients in maintaining premium customer experiences while safeguarding operations.

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