



**Understanding,
Prediction, Integration,
Protection**

TRASSIR today



Experience in CCTV
surveillance

SINCE 2002

15 000 +

loyal customers
around the globe

3

R&D centers



50 countries with TRASSIR
installations

Why TRASSIR?



Building a seamless security suite and controlling all systems from a single interface is easy

A quick and easy way to design a security system

- Assistance in choosing the right equipment during the design phase
- TRASSIR-based integration with video surveillance systems, Security and fire alarm (SFL), access control system (ACS), intercom

Fine-tuning customizing

- Solution variation based on customer requirements: from the color of the cameras to the form factor
- Ability to extend the functionality of the system with customised scripts

Quick setup and easy operation

- Flexible algorithm setup for each type of event
- Intuitive interface and quick search for events in the archive

Full-cycle post-project support

- Prompt technical support, warranty service and after-warranty service
- Hot equipment swapping

TRASSIR open digital platform includes



Advanced security and automation solutions based on an open digital platform, their goal is to improve the security of society, the resilience and profitability of businesses through innovative machine perception and prediction technologies.

1



Video analytics modules

2



ACS

3



Cloud service

4



Video recorders

5



Software

6



Cameras

7



Artificial intelligence

8

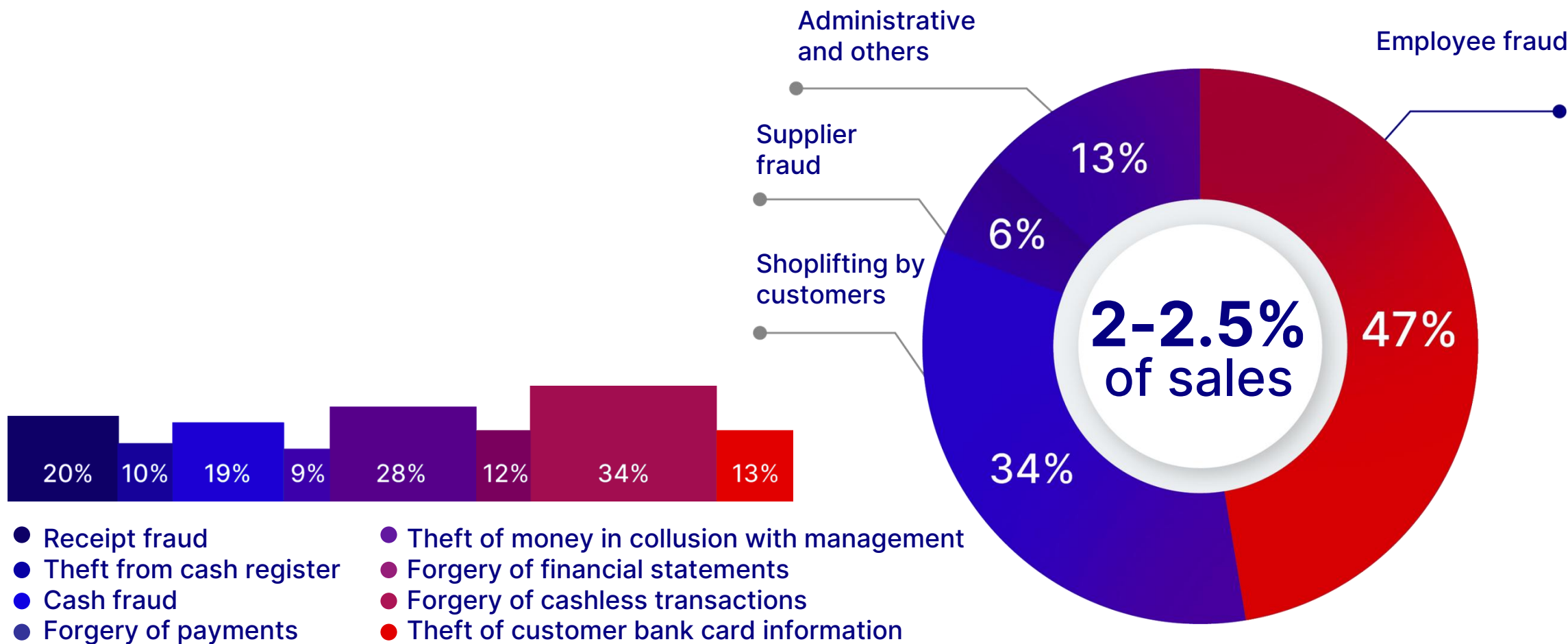


Network Hardware



Insights and Solutions for Retailers

Recorded losses in retail



More than half of all losses occur at the POS



Common examples of violations:

Deliberate theft



- Cancellation or partial receipt printing
- Unsettled receipt, when the cashier's accomplice takes goods using previous customer's receipt
- Returns
- Extra goods
- 1+1 offer positions
- Customer loyalty card fraud

Mistakes and carelessness



- Cashier gets the goods mixed up (regrading)
- Errors in the quantity of goods
- Ignoring deliberately under-weighed goods
- Errors when taking goods off the receipt

Violation of cash register discipline



- Shop opening and closing time
- Talking on the phone while working at the POS
- Leaving the workplace
- Mess at the workplace

TRASSIR solutions portfolio

Click to navigate



FOR SECURITY DEPARTMENT

Retail Theft Prevention & Monitoring



- Cashier transactions control: ActivePOS
- Control of weighing operations: ActivePOS Weight
- Face Recognition in Retail.



Integrated solutions for Logistics/Warehouses, Manufacturing, FMCG



- Warehouse operations control (ActiveStock)
- Smart Checkpoint



Workforce Time & Access Management Solutions



- Employee Time Tracking and Attendance Control
- Access Control for Restricted Areas with TRASSIR ACS



Unified distributed video surveillance management solutions



- Solutions for centralized control of distributed video monitoring networks



FOR BUSINESS DEVELOPMENT

Solutions for analyzing conversion rates and mapping customer pathways



- Customer journey analysis



Audience Analysis by Socio-Demographic Attributes



- Social-demographic analysis



Employee brand standard compliance monitoring



- Brand standards control



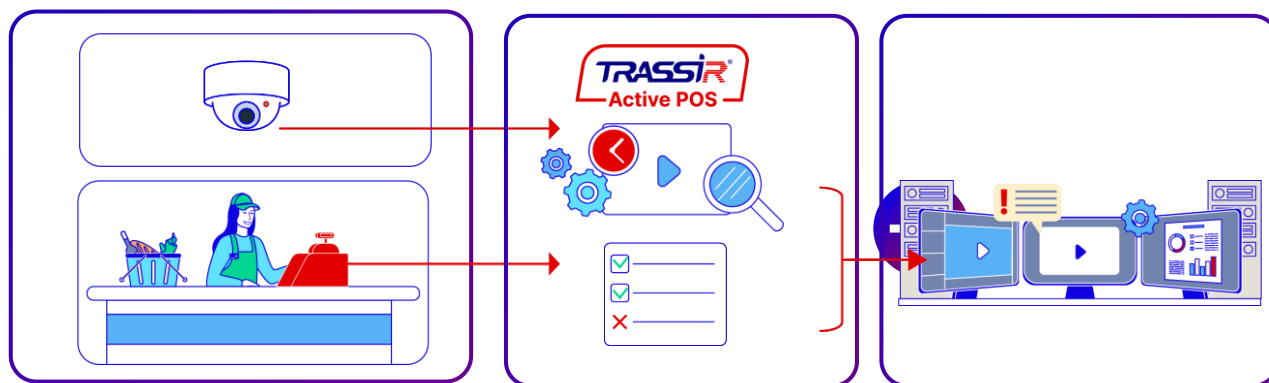
Control of operations at the Cashier



TASK

- Quickly and efficiently collect evidence of incidents of errors and theft at the checkout, as well as receive reports on financial losses

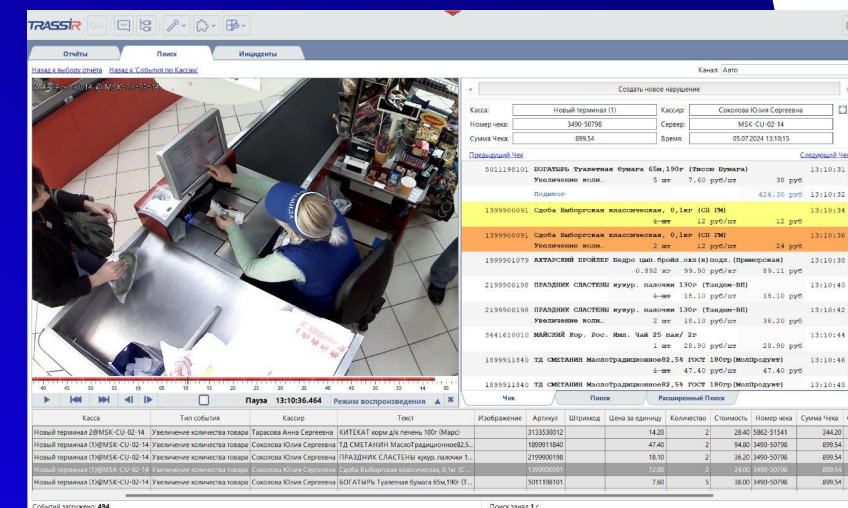
HOW DOES IT WORK:



- Operations from the cash register and weight control are synchronized with the video stream

- Search and selection of operations by parameters

- Output of alarm events to the operator
- Viewing actions in a record
- Formation of reports



[← Back to Solution Map](#)

Key advantages



100+ types of violations

50% reduction of cash losses

10k+ TRASSIR modules reduce the financial losses of our customers every day

99,9% equipment is compatible with the ecosystem



Reduction of financial losses at POS via quick search of incidents



Common interface for multiple locations



Creation of any search algorithms and combinations of events



Flexible filter parameters and events sorting



Only 1 operator per 100 POS at several stores



Reduced service time in case some receipt positions are cancelled

Weight control operations

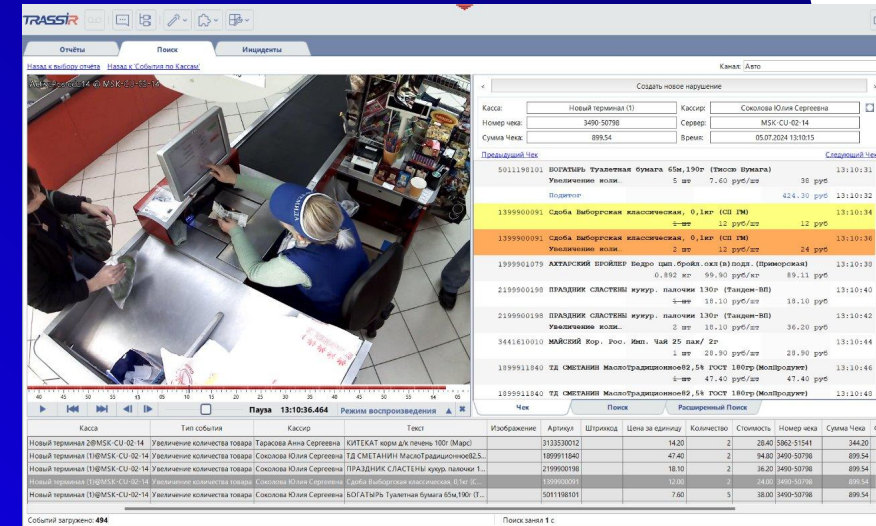


TASK

- Automatically monitor whether all weighed goods pass through the checkout

HOW DOES IT WORK:

- The solution allows tracking which goods did not pass through the checkout and reviewing the moment they were weighed.
- The application generates reports containing product name, weighing terminal + weight, checkout terminal + price and weight from the receipt, links to the video archive, weighing time, and scanning time at the checkout



← Back to Solution Map

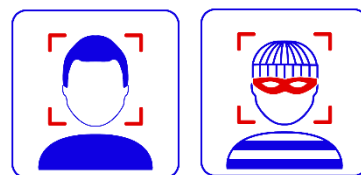
Solution for theft control in the retail area



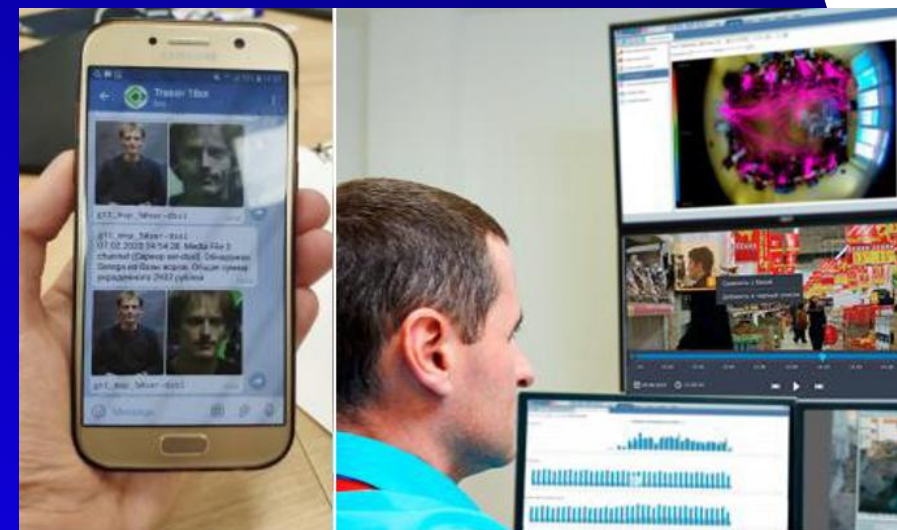
TASK

- Preemptively detect when a person, previously caught stealing, enters the retail area and take timely action

HOW DOES IT WORK:



- In the case of initial theft, the person's face from the camera footage is added to the blacklist in the TRASSIR system.
- When this client appears at any point in the retail network, the employee is instantly notified of the presence of a blacklisted individual.
- The security service closely monitors the client and takes appropriate action in case of a repeat theft attempt.



Cases

SPAR supermarkets

A wide network of retail shops that have service areas and their own cooking facilities. The network is actively expanding.

Project objectives:

- To reduce losses from shoplifting
- To provide a solution to prevent fraud at POS
- To control the process of independent weighing of goods by customers in self-service areas

Implementation result:

30%

decrease of
shortage
quantity

40%

decrease of
losses resulting
from shoplifting

60%

decrease of
shoplifting theft



Cases



The largest retailer in Turkey. It combines 14 shopping centers, 7 supermarkets, 8 department stores, and more than 100 home textile stores.

Project objectives:

- A key function retail businesses tasked to software developers was to reduce store losses due to theft and human error.

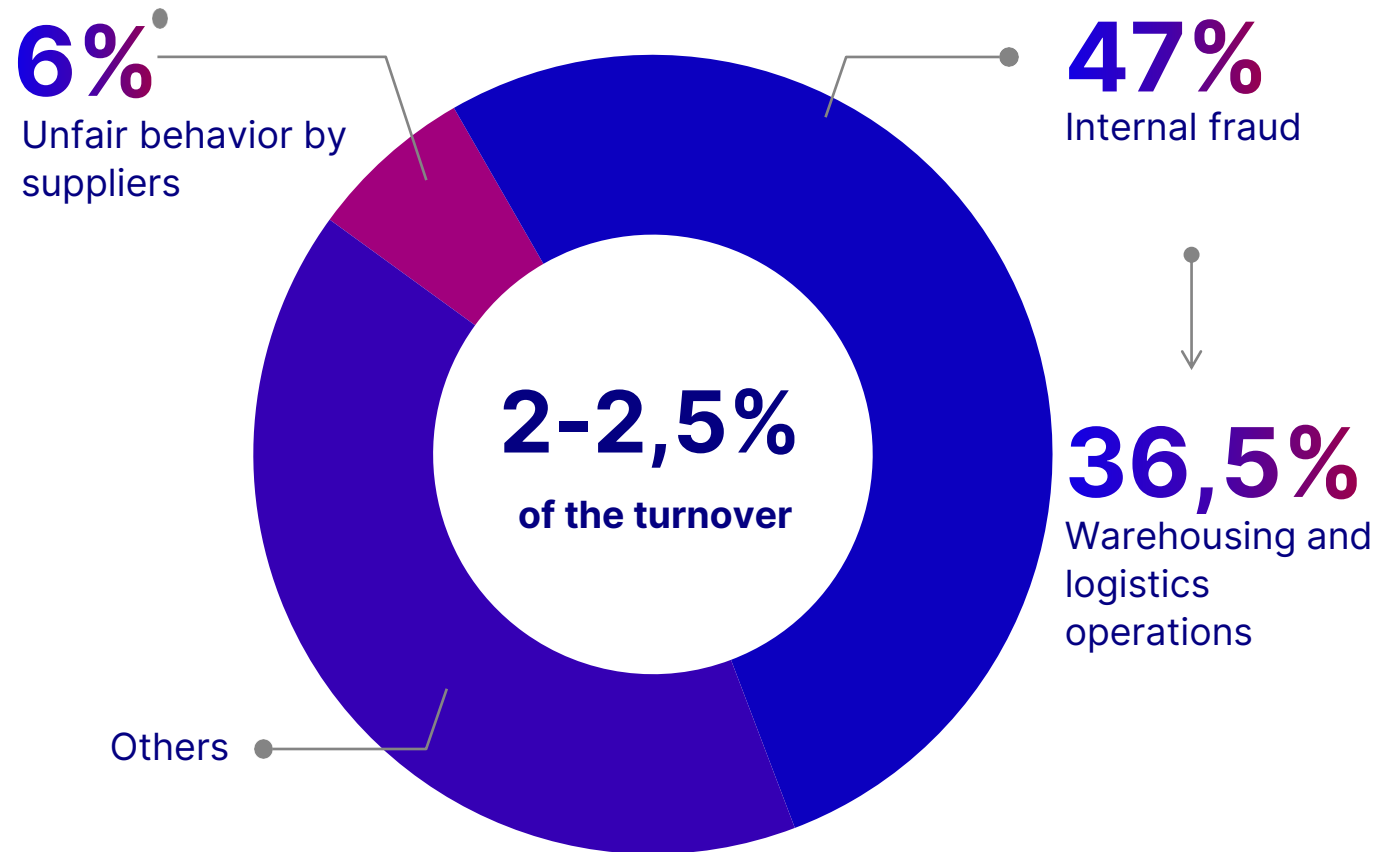
Implementation result:

Security team responds faster to any violations or suspicious incidents;
Decrease of losses.

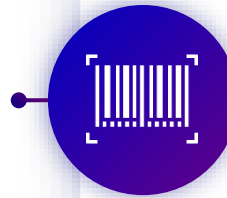
- TRASSIR UltraStation;
- TRASSIR ActivePOS - automatically detects violations and immediately sends notifications to employees responsible for the site;
- TRASSIR IP cameras.



The losses in the supply chain



- **A complex and lengthy process** of investigating incidents
- **Manual search by an operator** using surveillance cameras



- **Negligence of personnel.**
- **Errors** in barcoding or **lack** of barcoding during the acceptance and loading of goods



- **Incidents are investigated** in order of decreasing loss amount. Minor losses are not investigated at all.



Classic video surveillance does not help solve the problem, as finding the moment of handling a specific item is difficult and time-consuming.

TRASSIR Active Stock - the "eyes" of your WMS system



Quick and convenient search by events, goods, or employees



Categorization of video by warehouse action scenarios



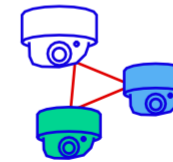
Online viewing and archive search



Unified interface for working with video and warehouse operations from WMS



Easy integration with WMS via API



One or more cameras can be used for an object or surveillance area



Reduction of losses in the warehouse/distribution center by quickly identifying the responsible party



Increasing the number of investigated incidents with fewer video surveillance operators



Significant acceleration of incident investigations by reviewing only the cameras that recorded actions involving the goods



Monitoring employee presence and work quality

[← Back to Solution Map](#)

Detsky Mir Group

Russia's largest children's goods retailer



Detsky Mir is a multi-vertical digital retailer, a leader in the children's goods market in Russia and Kazakhstan, as well as a significant player in Belarus. "Detsky Mir is the most recognizable brand in the children's segment in Russia with a 76-year history.

Detsky Mir Group of Companies is

1300

shops

440

cities of Russia,
Kazakhstan and Belarus

981 thousand sq.
meters

store floor space



Results of a comprehensive project of digitalization of RCs



- elimination of “dead zones”
- implementation of Active Stock video analytics module
- finalization of regulations

up to
97% increase in the number of incidents investigated

Increased % of successful investigations

60%

before implementation

90%

after implementation

Reducing the average time to investigate incidents

4 hours

before implementation

30 min

after implementation

Increased number of investigations per operator

5-10

before implementation

20+

after implementation

Delivery & Shipment monitoring for retail stores

- ✓ **Business objective:**
Prevent revenue loss due to delayed deliveries and unloading bottlenecks in retail stores
- ✓ **Scenario:**
Planned shipment schedules from warehouses to stores are established
- ✓ **Problem:**
Delays disrupt operations, leading to lost sales

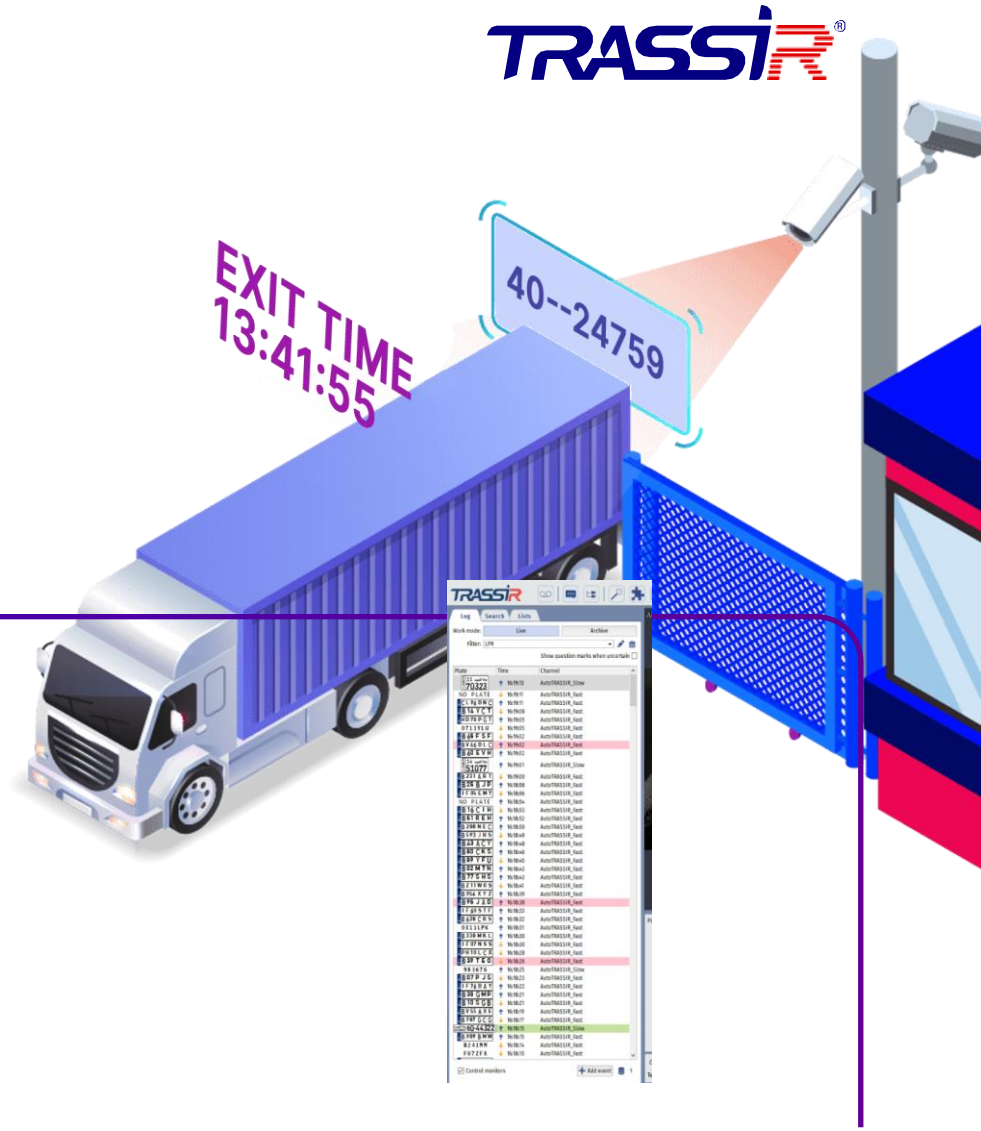


Solution

Entry/exit time logging for investigating delivery timeframe incidents from distribution centers to stores

How it works

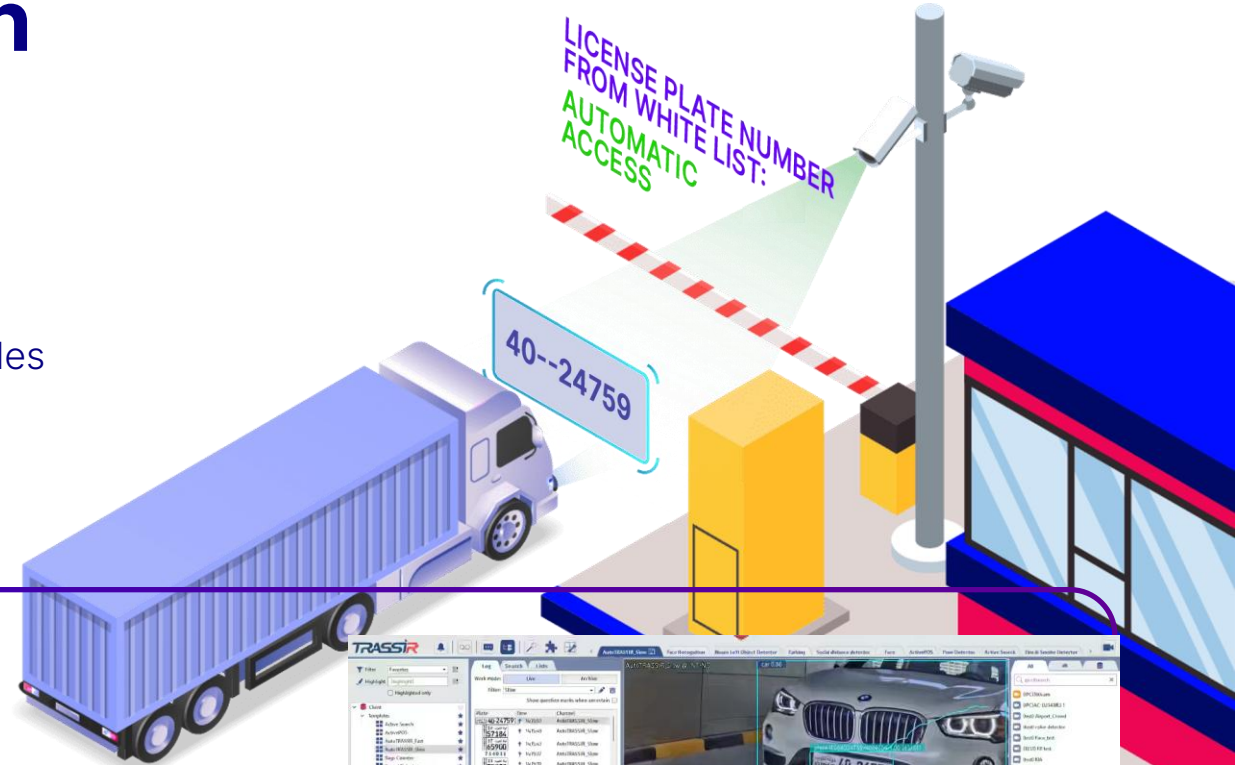
- AutoTRASSIR module records vehicle departure time from the warehouse and arrival time at the store.
- A report on discrepancies between planned and actual time is generated (exported in Excel format).
- An evidence package is exported.



← Back to Solution Map

Warehouse Theft Prevention

- ✓ **Business Objective:**
Prevent theft and unauthorized removal of goods from the warehouse
- ✓ **Scenario:**
Access to the warehouse territory is permitted only to vehicles with a pass registered in the database.
- ✓ **Problem:**
Theft collusion with security guards.

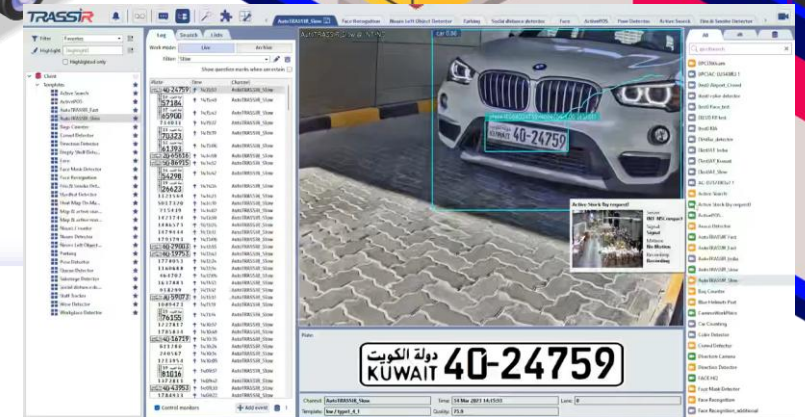


Solution «Smart Checkpoint»

The 'Smart Checkpoint' solution eliminates human error entirely

How it works

- The AutoTRASSIR module maintains a registry of authorized vehicles.
- The system is configured to automatically open the barrier only for registered vehicles



← Back to Solution Map

Employee time tracking and attendance control



Task

Remotely monitor employee presence at the workplace and detect unauthorized absences

Solution

- Tracks employee presence/absence statistics at workstations, monitors and evaluates actual working time
- Generates reports and notifications about labor discipline violations when an employee is late, leaves early, or is absent beyond permitted time limits



[← Back to Solution Map](#)

Access control for restricted areas with TRASSIR ACS



Solves the following tasks

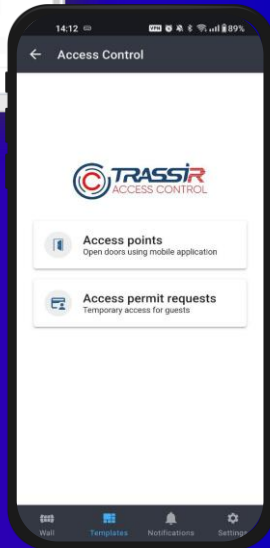
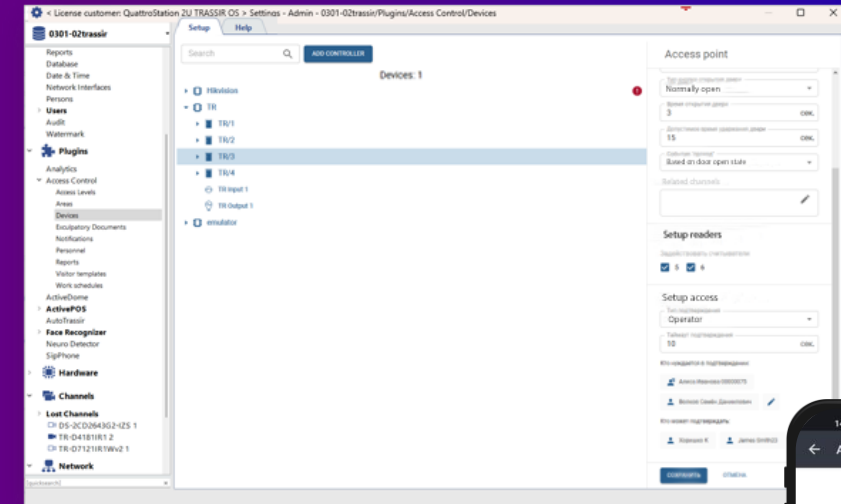
- Face, card, and fingerprint authentication
- Employee time tracking
- Payroll automation (with accounting system integration)
- Personnel & visitor database management
- Seamless security system integration

Seamless integration with leading manufacturers' devices:

- Hikvision
- ZKTeco

Seamless integration with other security systems (Fire Alarm systems):

- Suprema Biostar 2
- Bosch FSM 500
- Honeywell winmag v7



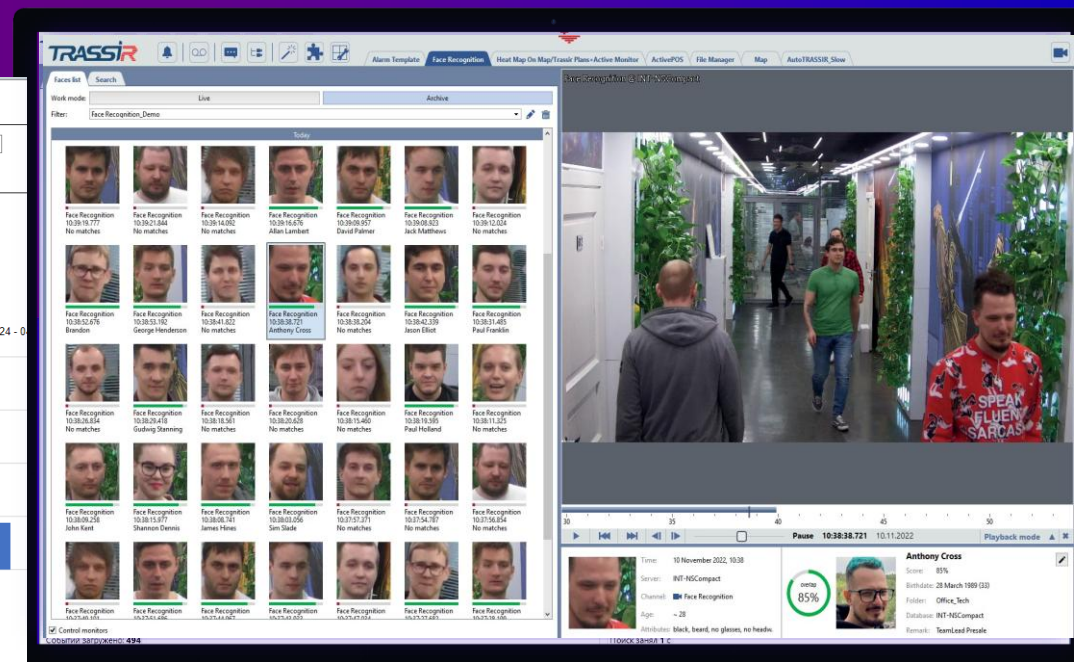
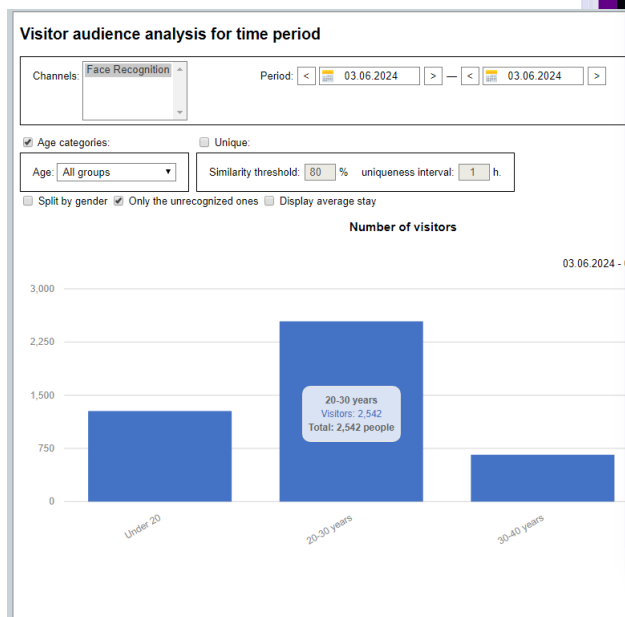
← Back to Solution Map

Audience analysis by socio-demographic attributes



How it works:

- The module determines the gender, age, and uniqueness of visitors.
- Based on the obtained data, a report is generated.



← Back to Solution Map

Monitoring of employee performance during customer interactions



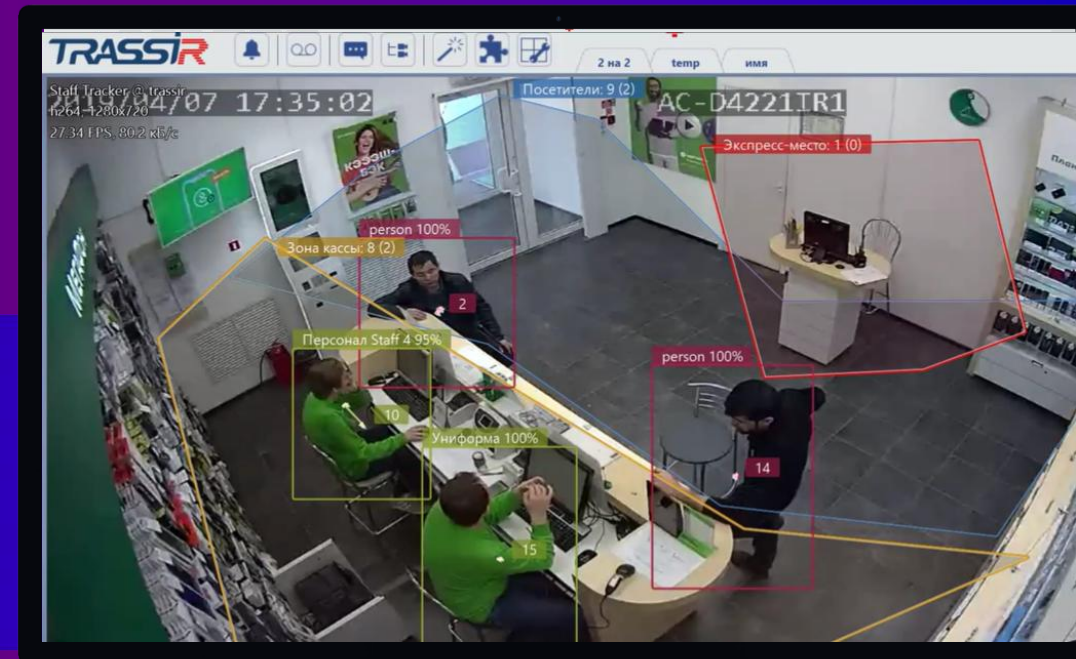
Task

Quickly and effectively monitor staff across multiple locations for brand standard compliance

How it works



- Video analytics modules detect breaches of brand standards (e.g., employee not at workstation, operator sitting while assisting a client, improper attire).
- The TRASSIR system automatically generates an incident report or notifies the responsible employee.



[← Back to Solution Map](#)

TRASSIR CMS (Central Monitoring Station)

Private Cloud for managing large-scale video surveillance system

TRASSIR®

CMS features



User-friendly web interface and mobile version



Centralized user management, LDAP



System monitoring and reports



Centralized server update and management



Situation center



Direct camera connection to the CMS, no recorder required



Solving narrow Internet channels issue (economic mode)



Improving system fault tolerance

Who is this CMS for?



More than 15 video recorders

or



Many locations

or



Need 24/7 system monitoring

← Back to Solution Map 25

Measuring conversion rates from store visits to completed transactions



Task

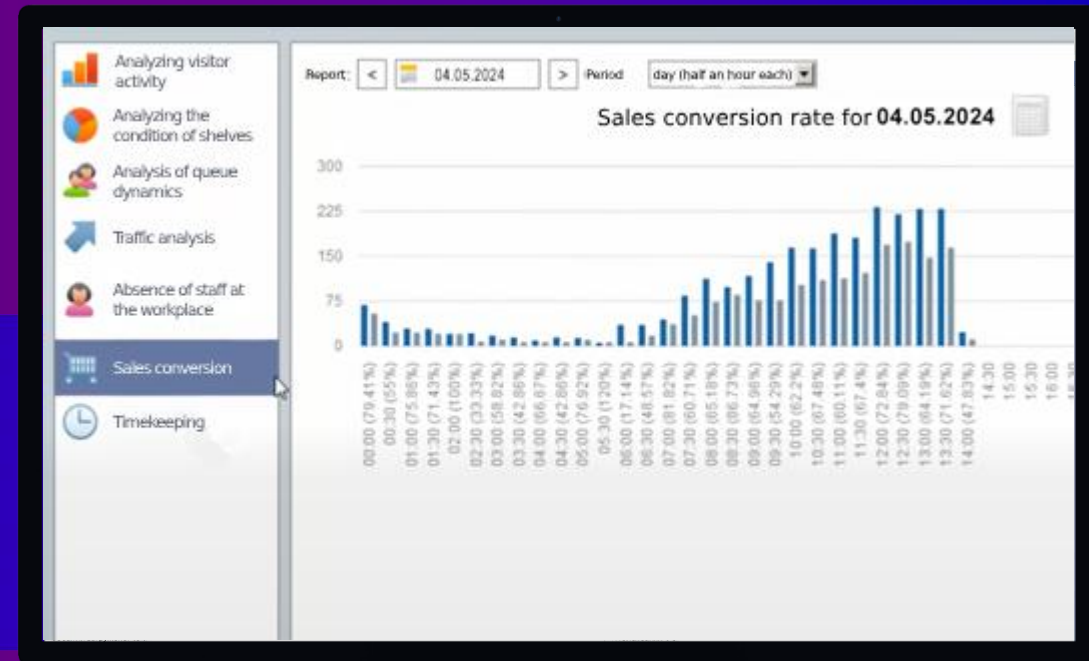
Boost conversions through funnel analysis and top-performing user journey optimization

How it works

TRASSIR provides ready-made sales funnel reports. All results can be further analyzed using video and audio recordings

Visitor counting with Neuro Counter module

Sales tracking with ActivePOS



← Back to Solution Map

Queue Analytics



Task

Detect when store queues form, receive timely notifications, and take appropriate measures to manage customer flow

How it works

- When a queue forms at the checkout, an incident is instantly generated, and a notification is sent to the responsible employee. The number of people in the queue is set individually.
- If the maximum value is exceeded, additional cash registers may be opened to distribute the flow of visitors.
- For any period of time, a report can be generated on the presence of queues at the point, peak hours, etc.



← Back to Solution Map

Heatmaps and visitor flow analysis

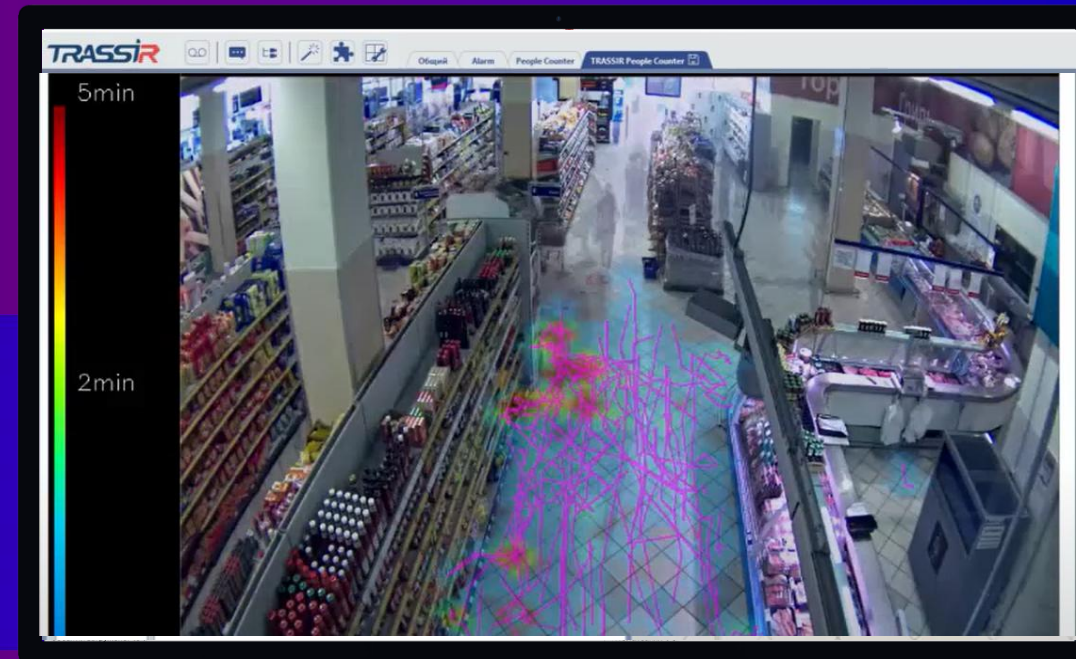


Task

Identify high-traffic areas to optimize product placement and boost sales

How it works

- Multi-camera heatmap displays movement intensity and direction on the facility's floor plan.
- It enables collection of marketing and statistical data on customer behavior.
- Optimizes advertisement placement.



← Back to Solution Map



✉ welcome@trassir.com

🌐 www.trassir.com