



Visual data becomes an integral part of the POS experience as demonstrated by Martin McColl convenience stores



Product:

Guard NVR

Details:

Martin McColl is using a fully integrated video POS system that handles 1250 outlets and involves more than 7000 network CCTV cameras

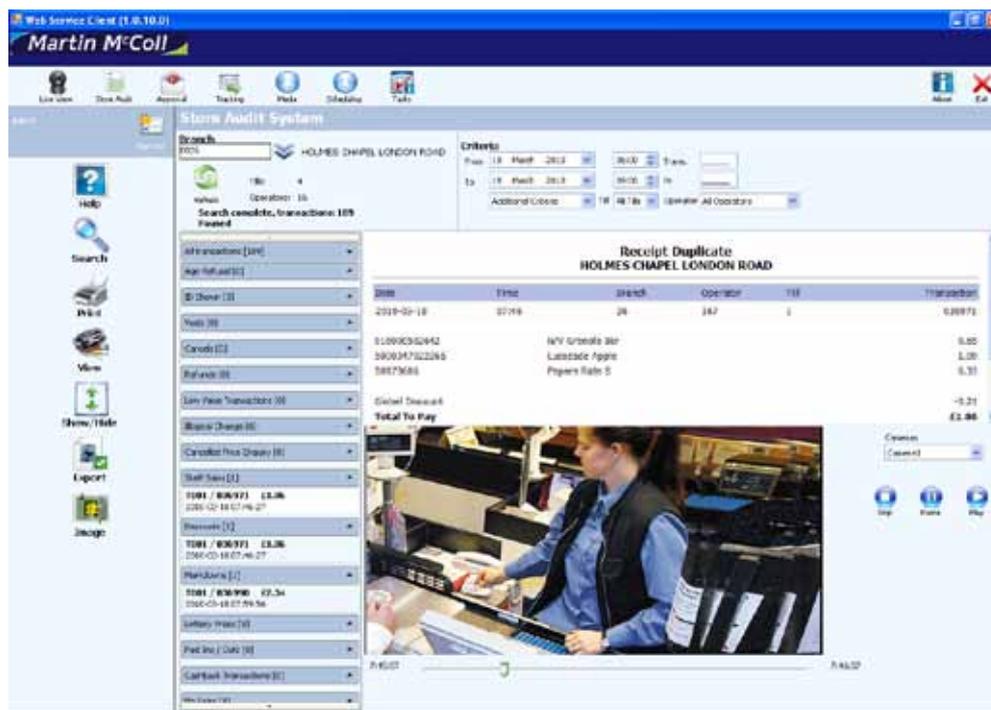
Martin McColl operates a leading nationwide network of convenience and newsagent stores. As a large-scale retailer with 1,250 outlets and 13,000 employees, Martin McColl has long relied on POS technology to support its in-store and back office operations.

By integrating GuardNVR video management software into its system, retailer received a fully integrated video POS system, that ensures security, prevents theft and delivers transaction data with the corresponding video on one screen. Martin McColl made its choice recognising that visual data is becoming an integral part of today's business operations.

INFORMED AND ENTERTAINED CUSTOMER

Customer-facing POS terminal screens present visitors with multi-media clips ranging from current in-store promotions and product adverts to service offerings and responsible retailing notices. On commencing a POS transaction, the media window shrinks to a corner of the display and an electronic receipt with the corresponding CCTV image of the customer being served are displayed. Such screens also serve as loss prevention tool since customers are less likely to steal or cheat if they know that their experience is recorded and monitored.





REAL TIME DETECTION OF UNREPORTED ISSUES AND NON-COMPLIANCE

Integrating with the POS system, Martin McColl utilises the enhanced communication infrastructure to provide real time data flow between the stores and Head Office systems. This enables head office management to proactively monitor store compliance, enforce positive actions and behaviour, and identify/solve previously unreported issues in hours rather than days or weeks. For example, gap counting compliance is monitored centrally to improve product availability for customers.

ENHANCING AUDITING AND SECURITY MANAGEMENT

The ability to monitor in-store performance presented Martin McColl with the opportunity to strengthen its auditing and security processes. The new integrated systems are able to trace the actions of individual employees as well as the activity within each store. The data is saved and can be retrieved at any time if necessary. Martin McColl uses this information to allow managers greater overview of staff and store performance. As a result the company has reduced shrinkage and improved accountability.

IMPROVED SECURITY FOR CUSTOMERS, STAFF, STOCK AND CASH

In order to boost security and safety for customers, staff, stock and cash, Martin McColl has installed over 7,000 IP CCTV cameras in its stores. These integrate directly with the POS system, allowing CCTV feeds to be linked to transaction details, helping identify anomalous activity. The CCTV system and the integrated POS audit can be viewed in-store at the POS terminal, at the back office and remotely by head office both in play-back and live-watch mode.

EASY TO MANAGE AND OPERATE TECHNICAL SYSTEM

Martin McColl's IT team installed 7000 IP CCTV cameras and 1250 back office systems, that were integrated with the POS management system. Even though it's a huge number of technical devices to control, the implementation went smooth since everything can be done remotely: access, configuration, incident handling, etc. In addition, the video infrastructure is completely embedded in the POS management system.

Martin McColl's POS integration with GuardNVR video management software at its core provides another proof that the future of POS technology lies in the seamless integration of critical data with the visual dimension. Such POS systems ensure business continuity, pay its way and provide a solid platform for the future.