



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



Product:

Guard NVR

Details:

Martin McColl selected Torex Power 4 Convenience – a fully integrated video POS system created by Torex in cooperation with Quadrox. This system will handle 1,250 outlets involving over 7,000 Panasonic network 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.

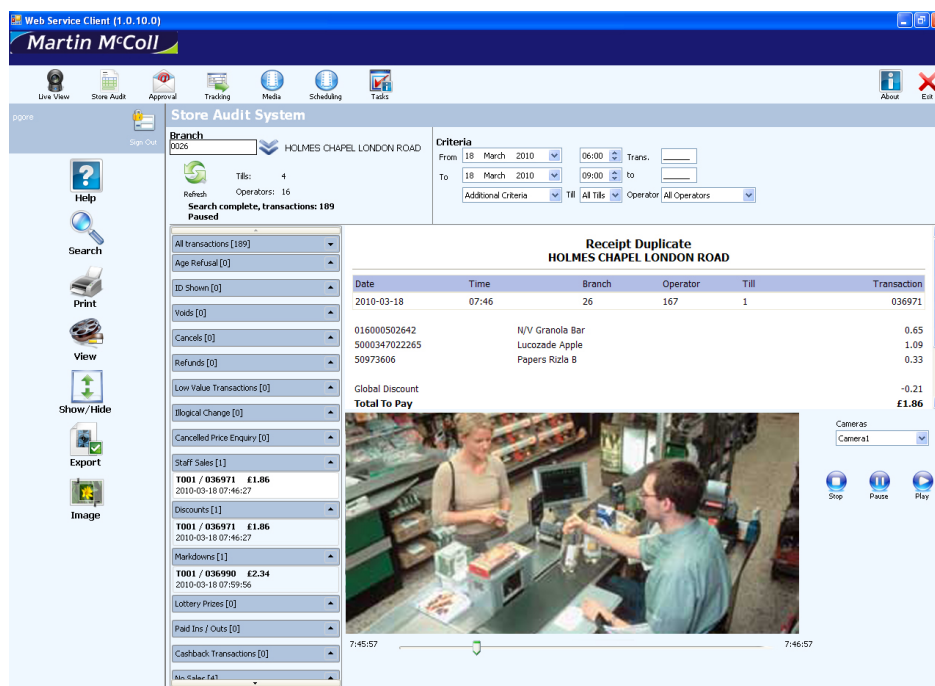
Martin McColl recognised replacing its existing POS technology with a new system would provide a key opportunity to support the business moving forward. In addition to streamlining and modernising its in-store and head office processes, Martin McColl wanted the new POS system to provide a solid platform for the future, on which additional functions and services could be developed. Torex Power 4 Convenience was identified by Martin McColl as a powerful and flexible system which would enable this vision to become a reality.

Torex Power 4 Convenience was created by **Torex** in cooperation with **Quadrox**. By integrating GuardNVR video management software into its system, Torex managed to produce a fully integrated video POS system – a unique POS design that makes Torex stand out among its competitors. 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 and corresponding CCTV image of the customer being served are displayed. Such screens also serve as loss prevention tools 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 oversight of staff and store performance. As a result the company also reaches reduced shrinkage and improved accountability.

IMPROVED SECURITY FOR CUSTOMERS, STAFF, STOCK AND CASH

To boost security and safety for customers, staff, stock and cash, Martin McColl installed over 7,000 Panasonic network cameras in its stores. These integrate directly with the Torex Power 4 Convenience system, allowing CCTV feeds to be linked to transaction details, helping identify anomalous activity. The CCTV system and the integrated POS audit is viewable in-store at the POS terminal and 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 replaced about 2,800 POS devices and 1,250 back office systems. Even though it's a huge number of technical devices to control, Torex Power 4 Convenience makes it manageable 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 installation of Torex Power 4 Convenience POS system 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 world. Such POS systems ensure business continuity, pay its way and provide a solid platform for the future.