# POS Video Auditing Solution

## EXECUTIVE SUMMARY

**Partner Affiliation:**
· Cisco Physical Security Technology Partner

**Associated Cisco Solutions:**
· Secure Store
· Video Surveillance for Loss Prevention

**Customer Benefits:**
· Significant shrink reduction (10–50 percent)
· Increased analyst performance of up to 10x
· More conclusive findings with less effort
· Significant network bandwidth efficiency
· Early identification of loss issues (reduced losses and greater return on investment [ROI])
· Increased cases and asset recovery

**Targeted Industries:**
· Retail

**Geographical Regions Served:**
· United States and Canada
· Europe

## Partner Overview

Agilence develops Hawkeye intelligent loss prevention applications that help retailers quickly identify and reduce shrink at the point-of-sale (POS). The company's software gives retailers insights about shrink caused by operational errors, poor promotion execution, associate fraud, and systemic errors. Retailers who deploy Hawkeye can reduce POS shrink by up to 50 percent, and can achieve a 6:1 ROI in less than 12 months.

## Partner Solution Description

Retailers, including supermarkets, department stores, convenience stores, and apparel stores, typically employ exception-based reporting (EBR) tools. However, these tools show only macro-level trends from the POS data. Agilence's Hawkeye software takes EBR to the next level by looking within transactions for anomalies. Further, Hawkeye links each line item of interest with its corresponding video frame or clip, reducing review time and the need for network bandwidth.

Agilence's patented item-level synchronization captures all relevant information from the POS system, including every button push and item scan, and can correlate the data with video in real time. Therefore, retailers can detect issues immediately, reducing the potential for significant shrink and loss. The solution also helps retailers identify costly hidden shrink stemming from operational and systemic issues that traditionally go undetected and cause significant losses.

Agilence's Hawkeye software has been integrated with Cisco® Video Surveillance Manager and Cisco IP-based video surveillance cameras. The resulting POS Video Auditing solution allows Hawkeye software to be deployed as part of the Cisco Connected Physical Security vision and architecture for physical security applications. With this integrated solution, retailers gain a much faster and more powerful way to detect, investigate, and ultimately reduce shrink across the entire enterprise.

## Core Components of the Partner Solution

At the heart of the POS Video Auditing solution is Hawkeye's Audit Station, which houses the powerful query and analytic engine that can quickly and effectively sort through thousands of transactions. The query builder is very simple and easy-to-use, and queries can be configured to run across a single cashier, store, district, region or chain. Further, video retrieval for analysis has little impact on network load, even across the entire enterprise.

With Hawkeye's Live Alerts, another component of the POS Video Auditing solution, suspicious activities are automatically detected, and instant notifications can be sent using email, cell phones, or PDAs. Live Alerts are especially helpful for detecting credit card and gift card fraud.

Agilence software leverages existing EBR tools, making them more effective and increasing analyst productivity. Hawkeye's intelligent mapping technology analyzes imported exception reports, and rapidly locates the corresponding video and receipt for every line item. Using the Agilence Dynamic EBR Integration tool, loss prevention analysts can analyze hundreds of transactions in a single day.

## Related Cisco Products

The POS Video Auditing solution can include:

- Cisco Video Surveillance IP Cameras: High-resolution MPEG-4 and/or H.264 digital cameras offer superior performance in many different lighting environments.

- Cisco Video Surveillance Media Server: This highly scalable and reliable video management platform manages, replicates, distributes, and archives video streams.

- Cisco Video Surveillance Operations Manager: This Web-based user interface authenticates and manages access to video feeds.

- Cisco Video Surveillance Media Virtual Matrix: This tool enables users to monitor video feeds in a command center and other 24-hour monitoring environments.

## Related Partner Information

- Blog: http://lossprevention.agilenceinc.com

- About Hawkeye: http://www.agilenceinc.com/loss-prevention-software

- Loss Prevention videos: http://www.agilenceinc.com/resource-center/videos

- Video surveillance at POS, demo video: http://www.youtube.com/watch?v=MLghuzwSju0

### For More Information

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