



Endura & Point of Sale Integration

BY CAREY D. SCHOCK, MANAGING EDITOR

When John Donne wrote “no man is an island,” he could just as easily have been speaking about today’s business environment and the strength that

comes when working together instead of alone. Pelco understands the value of developing strategic relationships with third-party manufacturers to deliver complete solutions that meet the business needs of our video security customers.

And the recent partnership between Pelco and E>Connect is just such an example. By combining the industry leader in video security with the software development leader in data broadcasting together with security platforms, the result for the marketplace is a powerful extension of traditional security applications.

Securing The Bottom Line

One of the most significant costs that any retail-based business must address is employee theft, fraud and a lack of customer service. In fact, the Small Business Administration notes that these challenges account for as much as 60 percent of business failures. As such, E>Connect has designed a series of solutions specifically targeted to detect and alert operators so they can react quickly to limit the impact on operations.

Pelco has teamed with E>Connect to integrate POS>Connect with the Pelco Endura and other digital video systems to deliver a powerful, business intelligence system that provides management the additional tools they need to make business-critical decisions.

E>Connect has significant experience with Intelligence Broadcasting by synchronizing point-of-sale (POS) terminal data with video security to create a proactive loss prevention and fraud deterrence tool. In difficult economic times managing labor costs becomes even more critical. Exception reporting combined with digital video review provides operators with a unique window directly into operations, whether a result of fraud, theft or simple negligence; alarms can be triggered, enabling a quick and efficient video review and response to events that translate into earnings and operational efficiencies.

By working with E>Connect, the already-powerful features and capabilities of the Endura video system are expanded to provide integrated POS functionality. E>Connect software turns video surveillance into a true loss prevention tool – a tool that gives clients the ability, using their POS

or other data collection systems, to set pre-determined triggers of potential loss events with the system then archiving multiple video feeds and the POS transaction for each event.

The end result is a video security solution with a broad reach – one that allows management to monitor employee performance and actively deter theft. Additionally, such information can be used for employee training and to improve business processes and operations.



Pelco Strategic Alliances

Delivering unparalleled value to our customers is a critical pillar of Pelco’s Higher Definition of Security. By designing systems that embrace openness and third-party integration, Pelco is able to provide robust solution sets with a broad array of features and capabilities that the marketplace demands.

Pelco is committed to identifying, engaging, managing and driving partnering opportunities with large global manufacturers. For additional information, please contact Rob Morello, Partnering & Strategic Alliances, at rmorello@pelco.com.



E>Connect’s software and services integrate digital video surveillance with Point-Of-Sale or point-of-use terminal data in order to provide real time powerful, unprecedented views of operations, systems and procedures. E>Connect has applications in use in restaurants, casinos (in both their food and beverage and gaming operations), banks, convenience stores, retail establishments and elsewhere. For additional information please contact Henry Valentino III at hv3@econnect.tv or visit www.econnect.tv.