

Foodservice

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Tech Trends In 2009

StopLift Checkout Vision Systems



According to the **FBI**, retail theft is the fastest growing crime in America. In a recent survey conducted by the **Food Management Institute** of 156 food industry loss prevention executives, 75% said that theft-related loss had increased over the past three to six months, with nearly two thirds involving increased employee theft.

Nearly half of retail theft is apparently committed by employees, compared to 32% by shoplifting. According to the study, retail staff steal \$20.3 billion worth of merchandise a year, with \$13 billion of this due to "sweethearting" at the checkout - a practice which occurs when cashiers pretend to scan merchandise but deliberately bypass the scanner, so customers, who are known to the cashier, are not charged.

Loss prevention executives believe there is a direct link between the nation's economic unrest and increasing theft-related shrink levels. However despite these glum facts, and whilst retailers can't increase their revenues in this economy, they are now able to reduce their shrink.

[StopLift Checkout Vision Systems](#), based in Massachusetts, has created video recognition software to monitor sweethearting, so that as soon as an incident occurs, the application, which constantly monitors 100% of the security video, flags all suspicious transactions. [StopLift](#) quickly reports the incident, identifies the cashier, and records the date and time of the theft. The application has already been installed by retail chains such as **Safeway**, **Hannaford's** and **Big Y**.

"If you can't sell more in this economy, you can still lose less."
Malay Kundu, CEO of StopLift

StopLift's computer vision technology is designed to immediately identify fraud at the checkout, as opposed to months or years ahead of activity,

which reduces inventory shrinkage, deters future theft, and boosts profitability. The company also develops targeted applications to address the specific needs of retailers from different sectors.

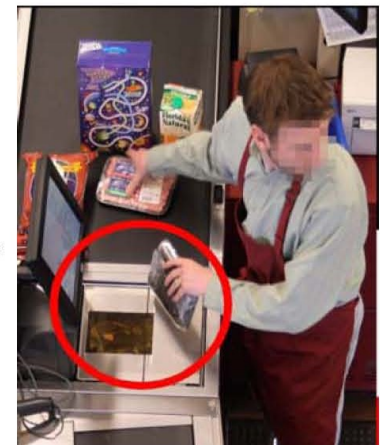
Mark Gaudette, Director of Loss Prevention at Big Y, comments that before StopLift technology became available, there was no way to detect this type of rising theft. 'We are excited to be able to control more of our shrink and loss through the use of this emerging technology,' he said.

'In addition, StopLift will enable us to improve our cashier work force overall, through better training as well as better systems to detect and control employee theft.'

Supermarkets, with their lower profit margins, are particularly vulnerable to sweethearting, which has accounted for an almost 35% profit loss industry-wide.

Tom Perkins, Director of Loss Prevention at Hannaford Supermarkets, who is trialling StopLift, notes that having the new technology in place has enabled them to discover losses that they unaware of previously.

'This is one of the most significant leaps in loss prevention technology I've seen in more than a decade,'



STOPLIFT IN ACTION