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Upsell POS With Video Surveillance

Thin profit margins may be an issue with some POS (point of sale) VARs, but not for a POS systems integrator like Enterprise Solution Industries, Inc. (ESI), which makes a significant portion of its revenue from selling services such as postsale support and preventative maintenance contracts. One other area where ESI is experiencing sales revenue growth is video surveillance. In 2006, video surveillance sales comprised only 5% of ESI's business, but by the end of 2007 the integrator predicts video surveillance sales will reach 20% of its overall revenue. "We spent several months in 2006 learning about the technology and determining how customers could use it, and now we're starting to see the fruit of our efforts," says Joe Kozak, CTO of ESI.

To implement surveillance solutions, ESI installs two cameras above the POS terminal, plus additional cameras at the back door, in the kitchen, and in the parking lot. The integrator uses video cameras, surveillance software, and DVRs (digital video recorders) from Odyssey Technologies, which it integrates with FuturePOS software. A typical install includes 16 cameras, costs \$10,000, and requires 40 hours to implement.

"Business owners can quickly search video footage corresponding to specific POS activities such as voided sales and/or employees punching in," says John Burt, president of ESI. "What's more is that restaurant owners don't have to be at their restaurants to see how things are running. Using a remote access module, which is part of the video surveillance system, owners can log in from home and check on their stores." In one instance, a business owner saw all of his employees standing around in the kitchen sampling a vendor's cookies and was able to call the store and tell them to get back to work.