



## Toshiba and Datalogic: preventing bottom-of-basket loss in real time

*The only real-time intelligent camera  
solution fully integrated with the POS that  
helps retailers boost bottom lines with  
preserved bottom-of-basket revenue*

In an industry where margins are thin and competition is steep, retailers can't afford to miss profit-building opportunities. Still, items left under the basket of a shopping cart – either intentionally or unintentionally – continue to exit stores regularly, unnoticed and unpaid for. Industry studies project that United States grocers lose up to \$1 billion annually as a result of these bottom-of-basket (BOB) losses and that, on average, individual grocery stores lose at least \$10 per lane per day.<sup>1</sup>

Toshiba's Bottom of the Basket Loss Prevention Solution, featuring intelligent LaneHawk™ cameras and software from Datalogic, is the most advanced BOB loss prevention solution in the marketplace – and the only one that works in real time. Together, Toshiba and Datalogic are delivering the innovation and end-to-end solutions retailers need to capitalize on BOB opportunities and unlock new capabilities for improved performance.

**TOGETHER  
COMMERCE**

- > Achieve immediate BOB shrink reduction at the front end
- > Boost per-lane, per-day profits and achieve an ROI in just nine (9) to twelve (12) months<sup>2</sup>
- > Enhance the customer experience by improving throughput and front-end efficiency
- > Identify and address cashier BOB policy compliance problems quickly

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# BUILDING REVENUE FROM THE BOTTOM UP

## An intelligent and seamless solution

What makes BOB loss so unique is that unaccounted-for items are generally within sight of store associates, door greeters and security yet are rarely noticed. In fact, more than 58 percent of the time, stores visited by mystery shoppers failed to prevent BOB loss.<sup>3</sup>

Toshiba's Bottom of the Basket Loss Prevention Solution, featuring LaneHawk technology from Datalogic, delivers immediate BOB shrink reduction at the front end. Due to its high degree of accuracy, LaneHawk is the only BOB solution that is fully integrated with the POS system. Intelligent LaneHawk cameras are flush mounted at foot level in checkout lanes, automatically scanning items and helping ensure that no opportunities are missed – and no time is wasted.

Equipped with visual pattern recognition (ViPR™) technology, these cameras quickly identify and recognize items based on product packaging alone – there is no need to scan the Universal Product Code (UPC). LaneHawk cameras are powerful and precise, accurately identifying individual items with as little as 10- to 15-percent visibility, and can analyze multiple products at once from various angles.

Once all BOB products are identified, Toshiba Store Integrator enables automatic, real-time addition of the items to the POS transaction – something no other BOB system can do. Cashiers simply press a button to confirm purchases, and the BOB items are processed quickly and seamlessly.

The solution records all cashier activity – from voids and refunds to clears and sales – to the POS transaction log (TLog). Retailers can track results by cashier or lane, ensuring cashier compliance with standard operating procedures (SOPs). Exception-based reporting and other data mining systems help retailers identify issues and further deter collusion between cashiers and customers.

## Key benefits

- **Increase daily per-lane profits:** LaneHawk cameras continuously watch for BOB items so that they simply can't be missed. The solution helps boost profits per lane, per day by up to 10 percent.
  - **Improve throughput and front-end efficiency:** Cashiers no longer have to lift heavy products from beneath carts or search for hidden UPC codes to scan during checkout. Transactions move smoothly for cashiers and customers alike.
  - **Identify cashier compliance problems:** Whether it's operational error or cashier-customer collusion, retailers can quickly uncover and address cashier compliance problems.
  - **Maintain full control across an enterprise:** With LaneHawk Enterprise Manager software, retailers can monitor LaneHawk servers across the enterprise – every lane, every store, in real time. The application's capabilities include tracking server status, updating software and image models, downloading audit data and generating LaneHawk performance reports.
  - **Capitalize on flexible, cost-effective scalability:** The solution's industry-standard open architecture facilitates easy integration of next-generation retail technologies into store infrastructures.
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# UNPARALLELED BOB LOSS PREVENTION

## **Sophisticated recognition software**

Toshiba's Bottom of the Basket Loss Prevention Solution is powered by precise ViPR software from Datalogic, which identifies products by using extensive product image databases, or modelsets, unique to each enterprise. These modelsets are created before solution deployment and consist of high-resolution images of BOB items common to each particular retailer. ViPR uses the modelsets, which can be updated as needed, to identify feature points and create identifying patterns, similar to a fingerprint, for each product.

During checkout, ViPR software extracts feature points from LaneHawk BOB product images. ViPR then compares the pattern of feature points in the captured image to those in the modelset, successfully matching and identifying the correct product for purchase. These complex computations occur in a fraction of a second, for multiple products at once, enabling recognition to happen in real time.

## **End-to-end solution – start-to-finish support**

Toshiba has installed more than 13,000 lanes with its Bottom of the Basket Loss Prevention Solution and works closely with retailers throughout every stage of solution deployment – from pre-deployment site inspection and server evaluation to installation, integration, launch and beyond. Additionally, our professionals provide cashier training and can help retailers customize BOB loss prevention solutions for their unique front-end environments, including self-checkout lanes.

## **A longstanding partnership**

For more than 30 years, Toshiba and Datalogic have partnered to deliver intelligent scanning solutions to retailers worldwide. As the world's leading provider of store technology solutions, with a presence in 118 countries and more than 900,000 POS lanes in active use, Toshiba is recognized across the world for its leadership in innovation, in-depth retail knowledge and experience.

Datalogic is a global leader in the automatic data capture and industrial automation marketplaces. As a world-class producer of barcode readers, mobile computers, sensors, vision systems and laser marketing systems, Datalogic offers innovative solutions for a full range of applications in the retail industry.

Together, Toshiba and Datalogic combine their industry-leading expertise and sophisticated technology to deliver the intelligent solutions that retailers need to meet changing business demands and improve performance, day after day.

For more information on Datalogic, please visit [www.datalogic.com](http://www.datalogic.com)

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### Toshiba Global Commerce Solutions

As the world's leading provider of integrated in-store solutions and retail insights, Toshiba Global Commerce Solutions delivers end-to-end solutions for checkout, consumer interactions and retail operations, unlocking amazing new possibilities for our clients and shoppers everywhere.

### Together Commerce

Together Commerce is Toshiba's vision for the future of retail, in which retailers adapt their strategies, their stores and their technology to engage with consumers throughout the buying process in a seamless and helpful way. This collaborative approach enables retailers and customers to create mutually rewarding commerce – together.

### References

- (1) Based on industry averages
- (2) Based on Datalogic customer reports
- (3) Sinclair Customer Metrics research

### GET IN TOUCH

To learn more about innovative loss prevention solutions from Toshiba, please visit:

[www.toshibacommerce.com](http://www.toshibacommerce.com)

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