

Virtual Site Manager

The complete integrated video surveillance and POS solution.

Panasonic's Virtual Site Manager (VSM) is a highly integrated solution specifically for retail operations. VSM combines live monitoring of retail activities with comprehensive control and management capabilities. Employing our leading video surveillance and point of sale (POS) systems onto a single seamless platform, VSM is a multi-faceted business tool ideal for virtually any retail sales environment.

Manage, control and monitor your operations remotely

Transaction	Time	Register	Cashier	Desc.
Add Item	02/11/2009 01:44:17 PM	1	pat	
Add Item	02/11/2009 01:44:42 PM	1	pat	
Cancel Item	02/11/2009 01:44:55 PM	1	pat	
Add Item	02/11/2009 01:45:06 PM	1	pat	
Order Items	02/12/2009 10:44:03 AM	1	pat	Peppi
Order Items	02/12/2009 10:44:15 AM	1	pat	Transfer
Order Items	02/12/2009 10:44:40 AM	1	pat	Transfer
Order Items	02/12/2009 10:45:44 AM	1	pat	Transfer
Order Items	02/12/2009 10:46:52 AM	1	pat	Transfer
Order Items	02/12/2009 10:48:06 AM	1	pat	Transfer
Order Items	02/12/2009 10:48:13 AM	1	pat	Transfer
Order Items	02/12/2009 10:49:52 AM	1	pat	Transfer
Order Items	02/12/2009 10:59:02 AM	1	pat	Transfer
Order Items	02/12/2009 10:59:34 AM	1	pat	Transfer
Order Items	02/12/2009 11:00:22 AM	1	pat	Transfer
Order Items	02/12/2009 11:00:33 AM	1	pat	Transfer
Order Items	02/12/2009 11:00:27 AM	1	pat	Transfer
Order Items	02/12/2009 11:01:04 AM	1	pat	Transfer
Order Items	02/12/2009 11:06:06 AM	1	pat	Transfer
Order Items	02/12/2009 11:06:07 AM	1	pat	Transfer

Improve operations

Ideal for stand-alone and multiple store operations, VSM connects management to each of your stores or locations via the Internet to help you monitor and control mission-critical business operations. An integrated end-to-end system, VSM employs Panasonic's industry-proven POS workstations, professional video surveillance cameras and digital or network video recorders on a seamless software platform for live monitoring with archived recordings of all transaction activities. By managing both retail and video technologies, VSM delivers a unique retail solution that extends the combined functionalities of these previously disparate systems with a rules-based approach in real time and with exception advisories, to deliver a much broader business solution.

Every aspect of a retail environment can benefit from the implementation of Panasonic's VSM solution. In addition to supplementing core POS and video surveillance operations, VSM provides a wealth of information for various business operations including senior management, risk management and security, marketing, human resources, purchasing and finance.

Platform features

Video Management Portal: The core of the VSM toolset, this browser-based suite provides in-store and above-store management the ability to remotely access and perform high value event and video analysis in any store at any time. The portal provides smart search and playback of recorded video with transactions and unsurpassed search detail down to the transaction or item level.

Analysis: VSM provides real-time transaction analysis with exception advisories. This tailored analysis produces targeted advisories across the enterprise via email/text or pop-up messages that are directed to personnel who can take action before the issue is reflected in reporting.

Video Exceptions: VSM transaction analysis identifies transactions and associated video footage that is most relevant to the organization and delivers the data by exception in real time. This innovative approach improves the relevance of video across the organization and drastically reduces the time required to identify issues and generate the appropriate response.

Dashboard: Enterprise users can utilize the VSM Dashboard to provide a rich graphical depiction of key performance indicators for Operations and Loss Prevention.

Improve loss prevention

Employee pilferage and sweet hearting at the point of sale are longstanding issues that drain profits from your business. With Panasonic's VSM solution, you have an effective tool to monitor and review transactions to pinpoint potential criminal or inappropriate activity and take immediate action. In addition to providing an immediate loss prevention solution and a powerful deterrent, VSM is also a valuable management tool that allows you to effectively monitor employee-customer interactivity to further improve customer relations.



Increase profits and productivity

Panasonic's VSM can help improve your profitability and operations across every aspect of your business including:

Senior Management

- Shrinkage reduction
- Live monitoring and data archiving 24/7/365 of any location worldwide
- Compliance to best practices and policies
- Remote programming of POS workstations with ability to edit PLUs, coupons, product prices, and adjust tax changes
- Business analysis with advanced reporting and search features for multiple activities including transaction voids, PLUs, and coupon redemptions
- Employee communication
- Housekeeping practices and scheduling
- Display reports from one or multiple sites for store and corporate-level reporting

Risk Management & Security

- 360 degree view of purchase transactions
- Visual access to monitor all key areas of the store
- View of single or multiple facility locations individually or simultaneously
- Powerful theft deterrent for loss prevention
- Combat and discourage fraudulent injury and workman's compensation claims by capturing activity in key locations around the store
- Capture admissible evidence for legal proceedings

Marketing

- Product placement and analysis
- Merchandising and traffic flow management
- Promotion analysis by location and customer demographics
- Trafficking and analysis by product/hours of operation

Human Resources

- Training verification
- Dress code compliance
- Behavior management
- Employee retention

Purchasing

- Inventory management and control

Finance

- Payroll / time clock validation
- Transaction substantiation
- Inventory verification

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