

RETAIL

# Smart Technology for the Modern Retail Store.

A complete technology partner for retail stores, showrooms and chains

SAFETY

SECURITY

NETWORKING



















AUTOMATION

IT INFRASTRUCTURE

**IDITRI**<sup>®</sup>  
TECHNO SOLUTIONS PVT LTD

iditri.co

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WELCOME

# Technology That Works as Hard as You Do

Retail runs on uptime, footfall and trust — and increasingly all three depend on technology. Fast billing, always-on payments, watertight loss prevention and a connected store are now what shoppers and head office expect as standard. ITSPL brings 25+ years of technology experience to retail, delivering reliable, integrated systems that keep every store trading smoothly while your team focuses on customers.

In this guide you will find detailed information on every solution we offer for retail stores and chains — from store networking and CCTV to POS infrastructure, digital signage and retail analytics. Each solution is described with the specific options and variants we deploy, so you can identify exactly what fits your business.

We invite you to explore, and we look forward to a conversation about your stores.

**25+**

Years of Technology  
Experience

**13**

Integrated Solutions  
for Your Stores

**3**

Regional Offices  
Mumbai · Goa · Surat



## The ITSPL Team

Iditri Techno Solutions Pvt Ltd





# The Challenges Facing Today's Retailers

## Billing Queues & Downtime

Slow or failed POS terminals at peak hours mean long queues, abandoned baskets and lost sales — and shoppers who do not come back.

## Shrinkage & Theft

Shoplifting, internal pilferage and billing fraud quietly erode margins, while blind spots at entrances, aisles and stockrooms make incidents hard to prove.

## Payment & Data Risk

Card payments, customer records and loyalty systems are prime targets for fraud and ransomware — and weak safeguards expose the business to PCI and privacy failures.

## Patchy Connectivity

POS, payments, CCTV and customer Wi-Fi all share one network; when it slows or drops, billing stalls and the whole store feels it.

## No Visibility Across Stores

Without footfall data, conversion rates and central monitoring, head office is blind to what is happening on the shop floor day to day.

## Stretched IT Support

With little or no on-site IT, a single fault can halt a store for hours — yet a multi-outlet business needs technology that is always on.



## Store Networking & Wi-Fi

A robust wired and wireless network across the shop floor, stockroom and back office — sized to carry POS, payments, CCTV and customer Wi-Fi at the same time, without one slowing another.

### WHAT WE DELIVER

#### ✓ Structured Cabling

Cat6A and fibre backbone with tidy cable management and capacity for more tills, cameras and devices as the store grows.

#### ✓ Business Wi-Fi

Reliable coverage across the shop floor and stockroom for handheld scanners, mobile POS and staff devices.

#### ✓ Customer Wi-Fi

A separate, branded guest network with simple login — kept fully isolated from billing and payment traffic.

#### ✓ Managed Switching

PoE switches with VLAN segmentation keeping POS, payment, CCTV and customer traffic separate and secure.

#### ✓ Bandwidth & QoS

Traffic policies that give billing and payments priority so a sale never waits behind a download or video stream.

#### ✓ Multi-Store Links

Secure site-to-site connectivity linking every outlet back to head office and central systems.

#### BRANDS WE DEPLOY





## CCTV & Surveillance

Complete visual coverage of entrances, tills, aisles, stockrooms and loading bays — sharp recording and quick retrieval that deter theft and settle disputes.

### WHAT WE DELIVER

#### ✓ IP Camera Systems

High-resolution dome and bullet cameras covering the shop floor, entrances and parking with clear day-and-night images.

#### ✓ Till & Cash Coverage

Cameras focused on billing counters and cash handling, linked to POS data to spot billing fraud and sweethearting.

#### ✓ Network Video Recorders

Reliable NVRs with storage sized for the retention period your policy and local norms require.

#### ✓ Centralised Monitoring

A single view across all stores from head office, with multi-site playback from one place.

#### ✓ Camera Health Monitoring

Automatic alerts when a camera goes offline, loses focus or is tampered with, so blind spots are caught and fixed fast.

#### ✓ Remote & Mobile Access

Secure live and recorded footage on authorised phones and laptops for area managers on the move.

#### BRANDS WE DEPLOY





# 03 Video Analytics & Loss Prevention

AI analytics layered onto your existing cameras — turning passive footage into real-time alerts that cut shrinkage, speed up investigations and keep the store and its surroundings safe.

## WHAT WE DELIVER

### ✓ AI Theft & Shoplifting Prevention

Behaviour analytics that flag concealment, sweethearting and suspicious activity in real time, so staff can act before stock walks out.

### ✓ Vehicle & ANPR Analytics

Number-plate recognition and vehicle tracking across parking and loading bays — for security, blocklists and faster incident review.

### ✓ Intrusion & Loitering Alerts

Line-crossing, after-hours intrusion and loitering detection at gates, stockrooms and restricted zones.

### ✓ People Tracking & Search

Follow or search for a person across every camera and store, turning hours of manual footage review into a few minutes.

### ✓ Movement & Crowd Heatmaps

Heatmaps of how shoppers move and where crowds build, guiding layout, queue management and in-store safety.

### ✓ POS-Linked Exception Reporting

Till events matched to video to catch refund fraud, voids and no-sale cash-drawer events that pure CCTV would miss.

## BRANDS WE DEPLOY





# 04 Access Control & Visitor Management

Controlled entry to stockrooms, cash offices, server rooms and staff areas — keeping the right people in the right places, with a full record of who went where.

## WHAT WE DELIVER

### ✓ Door Access Control

Card or PIN access on stockrooms, cash offices and staff-only doors, with role-based and time-based rules.

### ✓ Cash Office Security

Tighter controls and audit trails on the cash room and safe area, where access matters most.

### ✓ Staff Attendance

Optional biometric or card attendance on the same readers for accurate staff timekeeping.

### ✓ Visitor & Vendor Logging

A simple record of vendors, auditors and contractors entering back-of-house areas.

### ✓ Audit Trails

A complete record of who opened which door and when — valuable for shrinkage and incident reviews.

### ✓ Central Management

Issue, change and revoke access for any store from one console — instantly when staff move or leave.

## BRANDS WE DEPLOY

# 05 Firewall & Network Security

Layered defence for payment systems, customer data and store operations — protecting every outlet from ransomware, intrusion and downtime, and supporting your PCI obligations.

## WHAT WE DELIVER

### ✓ Next-Gen Firewall

Enterprise firewalls with intrusion prevention and deep inspection guarding each store's internet boundary.

### ✓ Network Segmentation

POS, payment, CCTV and customer networks kept separate so a threat in one cannot spread to the others.

### ✓ PCI-Ready Security

Controls and segmentation that support PCI-DSS compliance for card payments at every till.

### ✓ Secure Remote Access

Encrypted VPN access for head-office teams and vendors — central management without exposing the store.

### ✓ Content & Web Filtering

Policy-based filtering on staff networks that blocks malicious sites and reduces staff-clicked threats.

### ✓ Endpoint & Threat Management

Managed anti-malware, regular patching and threat monitoring across POS and back-office systems.

## BRANDS WE DEPLOY

FORTRINET

CISCO

SOPHOS

SONICWALL

paloalto  
networks

JUNIPER  
networks

# 06 POS & Billing Infrastructure

Reliable point-of-sale hardware and the infrastructure around it — fast, accurate billing that stays up at peak hours and keeps queues moving.

## WHAT WE DELIVER

### ✓ POS Terminals

Commercial-grade billing terminals, touch screens and receipt printers sized for your counter layout and volume.

### ✓ Barcode & Scanning

Counter and handheld scanners for fast, accurate billing and stock checks on the floor.

### ✓ Payment Integration

Card machines and digital-payment devices integrated cleanly with the billing workflow.

### ✓ Billing Power & UPS

Dedicated, protected power and connectivity so tills keep working through outages and surges.

### ✓ Self-Checkout Ready

Infrastructure prepared for self-checkout and mobile POS as the store evolves.

### ✓ Resilient Operation

Local resilience so billing continues even if the link to head office briefly drops.

## BRANDS WE DEPLOY





# 07 Digital Signage & In-Store Promotion

Bright, dynamic displays that promote offers, guide shoppers and refresh the store look instantly — replacing printed posters with content you control centrally.

## WHAT WE DELIVER

### ✓ Window & Floor Displays

Eye-catching screens in windows and on the floor that showcase offers and new ranges.

### ✓ Promotional Video Walls

Large-format video walls for flagship stores and high-traffic zones.

### ✓ Queue & Counter Screens

Displays at counters showing tokens, offers and wait information.

### ✓ Price & Product Boards

Digital boards for pricing and product information, updated in seconds across the store.

### ✓ Wayfinding & Directory

Directional displays that guide shoppers around larger stores and malls.

### ✓ Centralised Content Control

A single console to schedule and push content to every screen across every store.

## BRANDS WE DEPLOY

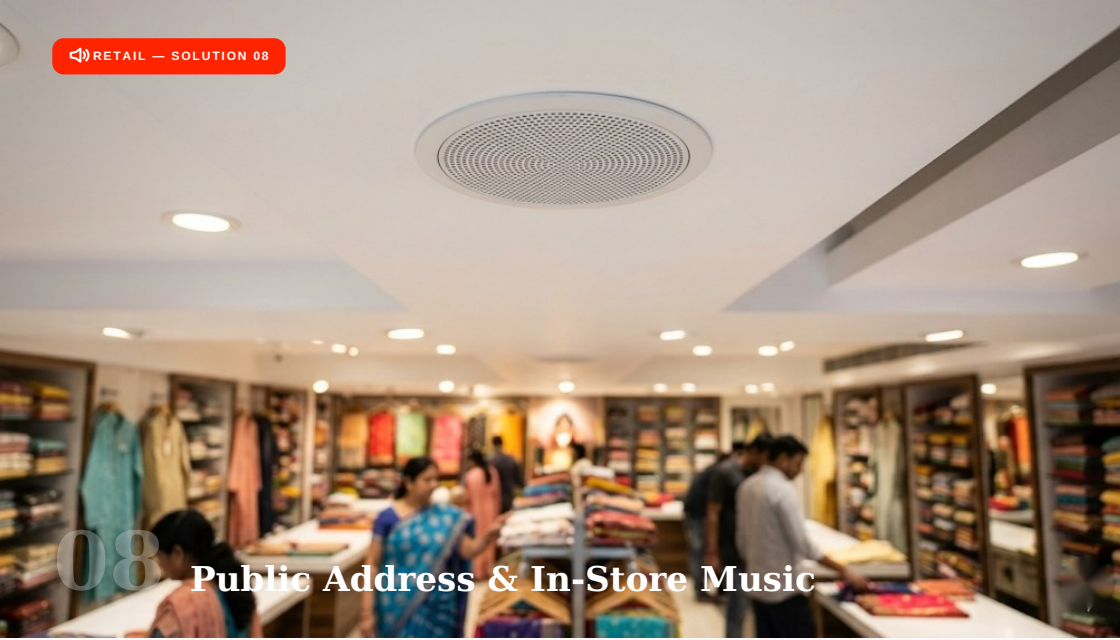
SAMSUNG

LG

benq

ViewSonic

Optoma



# 08 Public Address & In-Store Music

Clear, zone-wise audio across the store — background music that sets the mood, with priority paging for staff calls, offers and emergency announcements when needed.

## WHAT WE DELIVER

### ✓ Zoned Audio System

Amplifiers and ceiling speakers grouped by area so each zone has the right music and volume.

### ✓ Background Music

Curated in-store audio that suits the brand and the time of day, easily controlled by staff.

### ✓ Paging & Announcements

Priority paging that overrides music for staff calls, customer pages and live offers.

### ✓ Emergency Integration

Automatic evacuation messaging across every zone the instant the fire alarm triggers.

### ✓ Outdoor & Promo Audio

Weatherproof speakers for entrances, forecourts and promotional events.

### ✓ Source & Volume Control

Simple per-zone control of source and volume from the manager's desk or a mobile app.

## BRANDS WE DEPLOY





# 09 People Counting & Retail Analytics

Turn the shop floor into data — footfall, conversion and dwell-time insight that shows what is working, store by store, so head office can act with confidence.

## WHAT WE DELIVER

### ✓ Footfall Counting

Accurate entrance counters measuring how many people enter each store and when.

### ✓ Conversion Rate

Footfall matched against billing data to show what share of visitors actually buy.

### ✓ Dwell & Zone Insight

Dwell-time and zone analysis showing which displays and aisles hold attention, to sharpen layout and promotions.

### ✓ Queue Analytics

Counter and queue monitoring that flags when more tills need to open.

### ✓ Staffing Insight

Footfall trends by hour and day to plan staff rosters around real demand.

### ✓ Central Dashboards

One dashboard comparing footfall, conversion and trends across the whole estate.

## BRANDS WE DEPLOY





# 10 Servers, Storage & Data Backup

A dependable data foundation for the business — running billing, inventory and back-office applications on resilient servers, with protected storage and tested backups.

## WHAT WE DELIVER

### ✓ Store & Central Servers

Right-sized physical or virtualised servers for billing, inventory and administrative applications.

### ✓ Centralised Storage

NAS and SAN storage with capacity planned for growing sales data and CCTV archives.

### ✓ Automated Backup

Scheduled backups of sales, stock and financial data, removing reliance on manual copies.

### ✓ Disaster Recovery

Off-site or replicated copies and a recovery plan so a store restores quickly after a failure or attack.

### ✓ Power Protection

UPS and power conditioning that protect critical hardware through surges, sags and outages.

### ✓ Virtualisation

Consolidated workloads that cut hardware count, simplify management and ease expansion to new stores.

## BRANDS WE DEPLOY





# 11 Fire Alarm & Safety

Early, reliable detection of fire across the shop floor, stockrooms and back office — addressable panels, the right detectors for each space and automatic links to PA for orderly evacuation.

## WHAT WE DELIVER

### ✓ Addressable Fire Panels

Loop-based panels that pinpoint the exact device in alarm, so response teams go straight to the location.

### ✓ Smoke & Heat Detectors

Optical smoke, heat and multi-sensor detectors matched to sales floors, stockrooms and plant areas.

### ✓ Manual Call Points & Sounders

Break-glass call points and sounders placed so an alarm is raised — and heard — everywhere in the store.

### ✓ PA & Evacuation Integration

Automatic, zone-wise evacuation messaging the moment the fire panel triggers.

### ✓ Emergency Lighting Links

Interfaces to emergency lighting and exit signage for a safe, orderly exit.

### ✓ Compliance Support

Installation and documentation aligned to fire-safety norms, supporting inspections and renewals.

## BRANDS WE DEPLOY

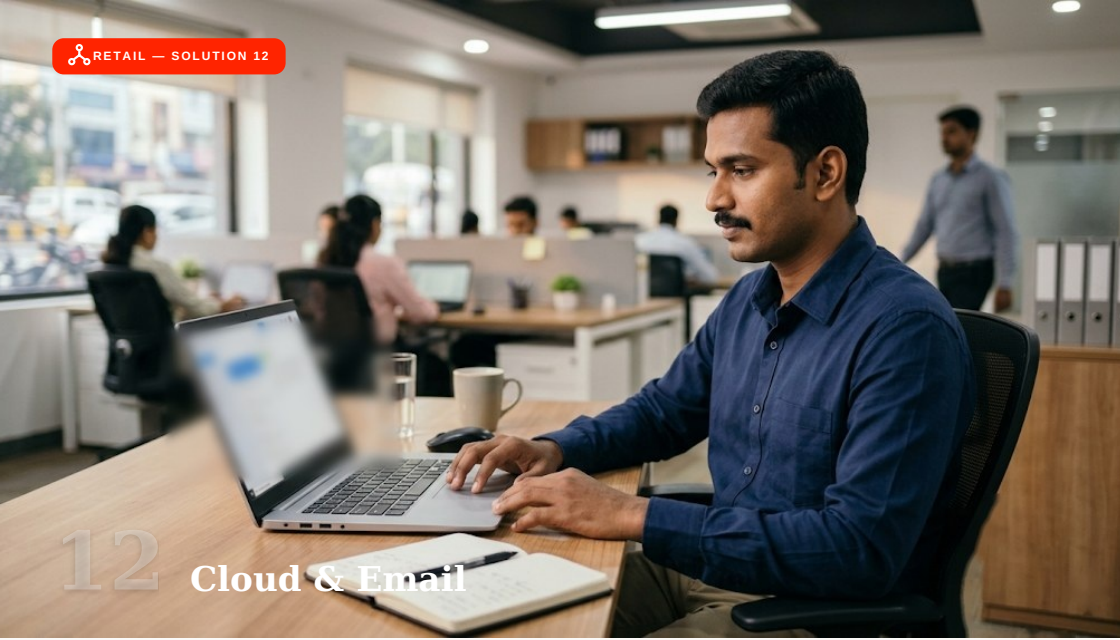
Honeywell

BOSCH  
Security Systems

AGNi

legrand

DSC



# 12 Cloud & Email

Professional, secure communication and collaboration for retail teams — reliable email, document sharing and cloud services that keep stores, buyers and head office coordinated.

## WHAT WE DELIVER

### ✓ Business Email

Professional mailboxes on the company domain for stores, buyers and management — reliable and credible.

### ✓ Cloud Productivity

Microsoft 365 or Google Workspace for documents, scheduling and shared files across stores.

### ✓ Email Security

Spam, phishing and malware filtering that protects staff from the most common entry point for attacks.

### ✓ Cloud Backup

Backup of mailboxes and key documents so business data survives device loss or error.

### ✓ Secure File Sharing

Controlled sharing of reports and price lists with the right access for each role and store.

### ✓ Migration & Support

Smooth migration from legacy or personal email, with onboarding and ongoing support for staff.

## BRANDS WE DEPLOY





# 13 Annual Maintenance & Support

A single accountable partner for every system in this brochure — proactive upkeep, fast response and clear documentation that keep every store trading without surprises.

## WHAT WE DELIVER

### ✓ Preventive Visits

Scheduled quarterly or half-yearly on-site inspections and health checks.

### ✓ Priority Response

Guaranteed response SLAs for critical faults like POS or payments — minimising lost trading time.

### ✓ Remote Monitoring

24x7 remote visibility into key systems; issues flagged before they escalate.

### ✓ Multi-Store Rollout

Coordinated installation and standardisation across new and existing stores.

### ✓ Spare Management

Stocked critical spares at our depots for rapid swap-out and restoration.

### ✓ Escalation Path

Defined escalation matrix from field engineer through to senior management.

## BRANDS WE DEPLOY





## What Retailers Achieve with ITSPL

### **Faster Checkout**

Reliable POS, payments and networking keep queues short and tills moving, even at peak — so no sale is lost to downtime

### **Protected Margins**

End-to-end surveillance, analytics and access control deter shrinkage and give clear evidence when incidents happen

### **One Connected Estate**

Every store on one secure, centrally managed network — head office sees footfall, conditions and system health in real time

### **One Trusted Partner**

A single point of accountability for all store technology — from design and rollout through to 24x7 support

# Why ITSPL?



## 25+ Years

Decades of hands-on experience deploying technology in Indian industry

## End-to-End

Design, supply, installation, integration and ongoing support — one partner

## Multi-Sector

Deep expertise across manufacturing, education, healthcare, hospitality, retail and more

## Local Presence

Offices in Mumbai, Goa and Surat; fast on-site response wherever you are

## TECHNOLOGY BRANDS WE DEPLOY

Let's build the right technology  
for **your stores.**



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