



**SureSolutions<sup>TM</sup>**  
Efficiency...only better



# LEGACY

Our legacy at SureSolutions™ stems from Deki Electronics Ltd, India's leading electronic components manufacturer. While Deki's expertise is film capacitors, we bring the same solution-oriented DNA to our part of the business.

Quality is not just a word for us and we think of ourselves as partners with our customers.

A problem, for us, is the precursor of a new way of doing things and, we understand not just technology but also how to get the most out of it.

We came about to focus on the idea of "increasing business efficiency" and we have remained true to it. From retail security when we started out, to immersive video today, we have ensured that we add value to whatever we offer.

Our manufacturing roots ensure that our solutions are built for Indian conditions. Being customer-centric means assured support. After all, we are not system integrators but solution providers.

Living up to a legacy takes some doing.



# SOLUTIONS

## **SureCount™ Retail Footfall Counting & Analytics**

Comprehensive footfall counting and traffic management data for accurate insights.

## **SureCheck™ Electronic Anti-theft Systems (EAS)**



High-tech engineering and excellent deactivation performance with RFID integration readiness.

## **SureTrack™ Warehouse to Checkout Tracking**

RFID-based tracking solution that cuts costs and speeds up processes.

## **SureImpact™ Professional Video Displays**

For impactful video displays that excite and educate, both, indoors and outdoors.

## **SureDisplay™ Digital Paper**

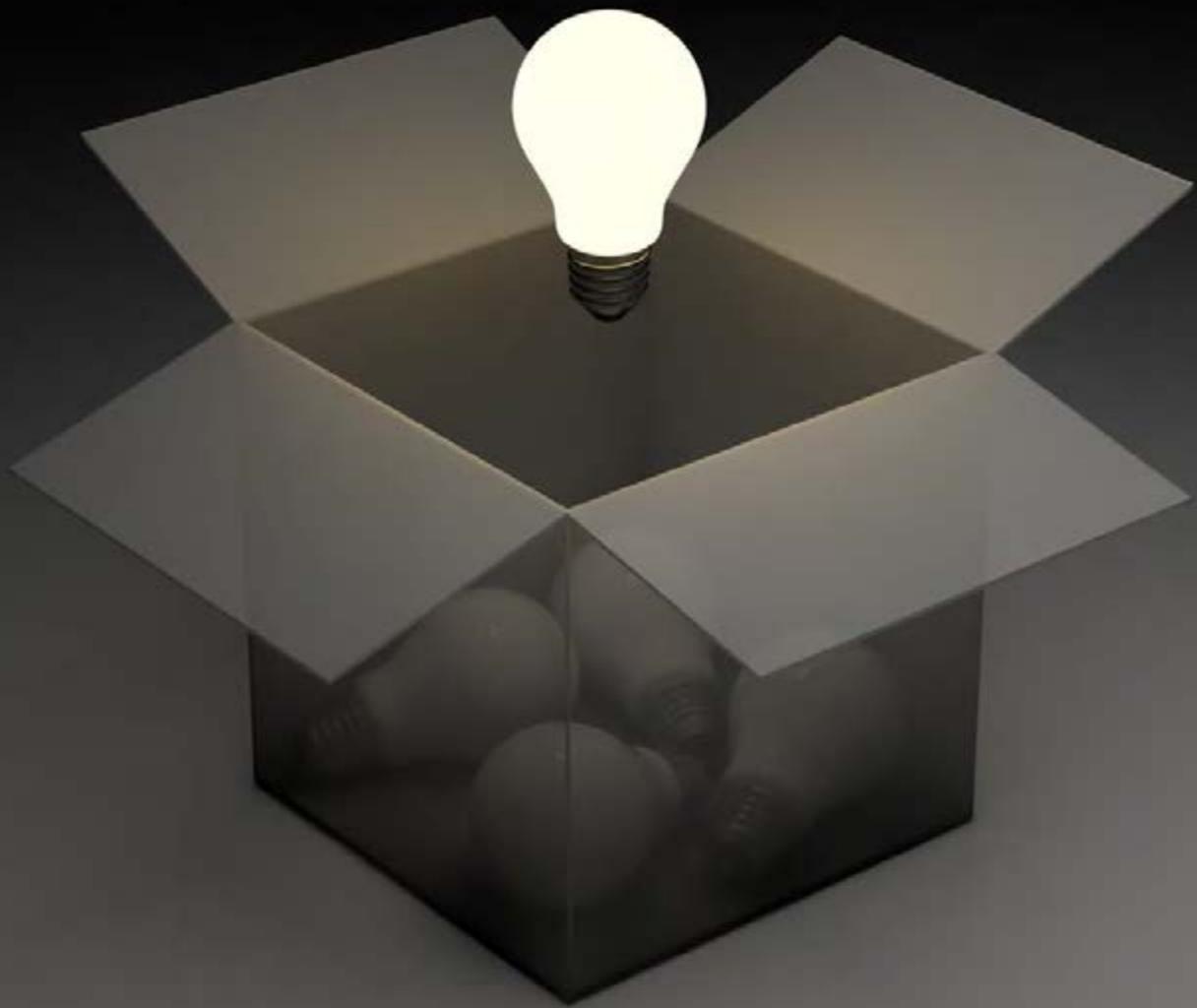
Replace paper with an automated, wireless push system for quick and easy, enterprise-wide information sharing.

## **SureAssist™ Trial Room Assistance**

Wireless call-button solution for fast and efficient service.

## **SureAccess™ Anti-Tailgating Solutions**

High accuracy thermal imaging technology for intelligent security and superior access control.



# INNOVATION

At **SureSolutions™** we believe that innovation is key to the work that we do.

Innovation can come in small increments seen in the development of our **SureCount™** range of people counting solutions. We have added technologies, improved accuracy and delivered robust, scalable systems to our clients.

Sometimes, innovation opens up a new dimension just like the **SureDisplay™** digital paper solution. It provides automated, enterprise-wide information updates, for example, price labelling in sync with a retail chain's store operations. **SureDisplay™** connects seamlessly with the POS system for timely and accurate updates with a revolutionary e-ink based solution that cuts down wastage.

Or, take **SureTrack™**, the RFID-based, warehouse to checkout tracking solution that is helping the retail sector. **SureTrack™** speeds up logistic processes, saves time and cuts costs and can be integrated with the **SureCheck™** electronic anti-theft system for seamless integration that provides great security.



Specific

Measurable

Achievable

Realistic

Timely

# EFFICIENCY

Efficiency is what we deliver at at SureSolutions™. Business efficiency.

The **SureCount™** suite of people counting solutions provides real-time data that is accessible on the Web with easy-to-use data analytics. Users can evaluate and compare performances, boost efficiency of market practices, track peak sales period, identify high performing stores and design effective retail policies.

**SureCheck™** electronic anti-theft system offers a variety of technologies to cater to client needs. It leads to a reduction in staff deployment and shoplifting losses thereby increasing in profit margins. The possibility of a built-in display system helps in branding and promotions leading to a faster ROI.

**SureImpact™** video display solutions bring visual excitement to indoor and outdoor environments. Users can create the desired display magic at the flick of a button.

**SureDisplay™** digital paper solutions reduce wastage and connect seamlessly with a server for timely and accurate information updates across specific or all business locations.

**SureTrack™** makes the logistical movement of goods easier, faster and simpler with an RFID-based eco-system. Tracking items from the warehouse to checkout is now just a mouse-click away.



# CASE STUDY

Imagine a retail chain with 50+ stores across India and more than 15,000 customer walk-ins every hour. Add to it over 2.9 million square feet (around 2.7 million square metres) of retail space stocking over 14 million products and you get some idea of the scale we are about to showcase our products in.

**SureCount™** provides advanced people counting with thermal imaging. The web-based data suite gives the true picture with data analytics slicing and dicing the footfall numbers by region, by store, by time.

**SureCheck™** keeps retail theft under check and is beginning to quicken its ROI thanks to the promotion and branding opportunities provided by the PA450 system.

The RFID-based **SureTrack™** system is making logistical tracking from the warehouse to the checkout simple and quick. After the completion of a pilot study, the solution is being rolled out nation-wide in a phased manner

Shelf labelling is being revolutionised with **SureDisplay™**, the electronic labelling system. Correct rates, correct discounts, correct location and all at the push of a few buttons. Across locations, across stores, all handled from a central server.

When it comes to retail efficiency, **SureSolutions™** is what the leaders rely upon.

## Industry Applications

-  Automotive
-  Aviation
-  Banking & Finance
-  Healthcare
-  Hospitality
-  Information Technology
-  Logistics
-  Railways
-  Retail
-  Shipping

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