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## “Trust, but verify” says StopLift CEO

Posted by Administrator on May 22, 2009 · [Leave a Comment](#)

Not every aspect of the emerging Personal Economy involves giving people what they need. Sometimes it involves watching each person more closely, to ensure they're not stealing what you already own. Such is the case with **StopLift**, a firm that helps retailers minimize “sweethearting” losses.

Sweethearting is what happens when a cashier neglects to charge his friends - or even random customers - for items. It happens for a wide variety of reasons, from greed to laziness. For example, if a cashier can't find the right code for an item, sometimes they pack the item without scanning it.

This sort of loss adds up. StopLift CEO, Malay Kundu, says that on average one-third of a store's shrinkage losses occur at the cash register.

StopLift leverages the fact that most stores already have video cameras installed to watch the checkout area, and its software automates the process of watching cashiers for signs of sweethearting. Basically, the system analyzes videos, ‘understands’ when a cashier touches an item, and watches what happens until the cashier either scans or fails to scan it.

As we have previously **reported**, the biggest problem with video security is that no one has time to watch the cameras. StopLift solves this problem. Kundu says the payback period for a StopLift system is three to six months. Since the system is sold as a subscription service, retailers never have to outlay a large sum of cash.

One thing that impressed us about StopLift is their focus. Kundu says, “In business school I had a professor who said strategy is about choosing what *not* to do. We specifically chose to focus on the retail industry, where there are real quantifiable benefits to our technology.

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