



TECH TIP

Configuring March Networks' Searchlight POS Simulator

Searchlight – Point-of-Sales (POS) Simulator

Introduction

Combining high-definition video with analytics and customer-specific data, March Networks Searchlight application software offers a comprehensive set of features to support loss prevention and provide awareness of customer service and operational activities across an organization. Various departments across retail or banking organizations can benefit from Searchlight's dashboards and accurate reporting.

March Networks consistently receives positive feedback from our customers that adopt Searchlight into their video surveillance solutions – confirming it is a powerful tool that can improve the customer experience and increase productivity. With Searchlight's advanced POS integrations and analytics, customers can enjoy convenient exception-based reporting tools and illuminating KPIs (Key Performance Indicators) that are a game-changer for loss prevention investigations.

To further strengthen this application software, March Networks offers Searchlight as a cloud-based solution, which simplifies deployment and reduces the total cost of ownership.

The remainder of this document will explore our new POS Simulator tool that can be used for real-time demonstrations of Searchlight's transaction imports, and how it can be properly configured.

A convincing Searchlight demo is the key to win a customer

A comprehensive demonstration of the advantages of Searchlight should be a key element in a sales pitch to customers. For this reason, March Networks has invested in two public demo servers hosting banking and retail data to support our sales departments and our partners. With the goal of offering the most realistic demo experience, [March Networks Labs](#) has recently developed a POS Simulator application that can be installed on any Windows-based PC and is able to upload real-time transactions into Searchlight.



Figure 1: March Networks Labs (located in our headquarters in Ottawa, Canada) works as an innovation center for our teams to evaluate new technologies that can help us achieve our goal of providing business intelligence solutions through integrated data and video. Our hands-on approach lets us re-imagine our products and allows us to work with our customers to develop new concepts and innovative solutions to fit their specific business needs and market strategies.



Combining this setup with March Networks' cloud-based [Command Enterprise Server \(CES\)](#) and Searchlight solution, it becomes possible to organize a real-time demonstration of Searchlight's transaction import with minimal equipment setup: a small NVR (we recommend the [X0404 Hybrid NVR](#) with PoE ports), one IP camera (for example the [VA2 Indoor IR Dome](#) camera), and a laptop with Internet access running the POS Simulator and [Command Client](#). The setup is illustrated in the following diagram:

Figure 2: Once the POS Simulator is installed on a laptop, it's possible to inject realistic transactions into the local NVR, which then sends the full content to the CES server hosted on the cloud using a common Internet connectivity. Once a transaction has been imported into the CES database, it's then possible to use March Networks Command Client or [Command Mobile Plus](#) applications to access the Searchlight interface and review the transactions with the corresponding video.



Details on the POS Simulator

A reader already familiar with our Searchlight application software would recognize Figure 2 as what March Networks calls “local integration”, meaning the local recorder is acting as a gateway to collect the POS data and forward it to the Searchlight server.

The remainder of this document assumes the reader is familiar with generic NVR, CES and Searchlight configurations. In the case that something is not clear, it's possible to refer to our [online training material](#), [product documents](#) or contact your sales engineer reference for more information.



Let's explore more details on how this local integration is implemented:

Step 1: Installing and configuring the POS Simulator application

The POS Simulator is a very light application and only requires a few seconds to be installed on a Windows 10 PC. Once the installation is completed, it's possible to launch the graphical interface.

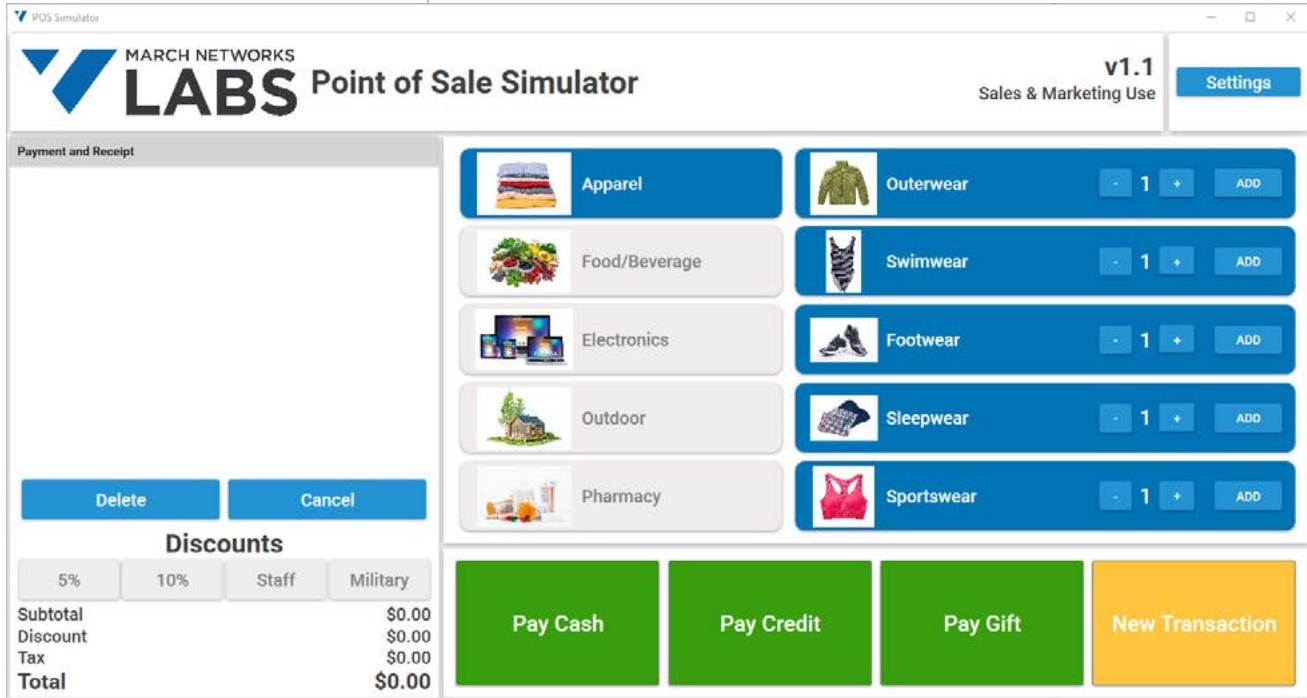


Figure 3: The first time the application is executed, it's necessary to configure the settings by pressing the corresponding "Settings" button available on the top right corner of the interface.

By accessing the settings page, it's possible to specify the required parameters to establish a successful communication with the local NVR.

The data to be configured is as follows:

- IP For Recorder: IP address of the recorder (usually, but not mandatory, in the same subnet as the PC running the POS simulator)
- Port For Recorder: specific network port configured on the NVR to receive transactions (this value must match the value specified on the recorder text peripheral, as explained later in the document)
- Site Identification Number: usually there's no need to change the default value (This value must match the value specified on Searchlight Site configuration, as explained later in the document.)
- Terminal Identification Number: usually there's no need to change the default value (this value must match the value specified on Searchlight Terminal configuration, as explained later in the document)
- Employee Name: this can be changed as needed
- Employee Identification Number: this can be changed as needed
- Language: it's possible to change the language for the POS Simulator interface and the corresponding generated transactions. Available languages are: English, French and Italian



Here is the corresponding section in the POS Simulator:

POS Simulator

MARCH NETWORKS
LABS Point of Sale Simulator

v1.1
Sales & Marketing Use

Settings

Settings Selection

IP For Recorder: 10.31.4.122

Employee Name: Andrea Di Odoardo

Port For Recorder: 12000

Site Identification Number: 1

Terminal Identification Number: 1

Language: Italiano

Employee Identification Number: 123456

Save Settings

Figure 4: Before being able to send transactions to the NVR, it's necessary to customize the page shown above by assigning the NVR IP address and port, selecting the language (English, French, or Italian) and, optionally, changing Searchlight-specific parameters (Site and Terminal IDs, Employee Name and ID).

By this point, the POS Simulator is ready to generate transactions using the main interface presented in Figure 3. Moving forward, it's necessary to properly configure the NVR to receive such transactions.

Step 2: Configure the NVR to receive transactions from the POS Simulator

In this section, we'll illustrate how to configure an X-Series Hybrid NVR (a similar configuration also applies to the [8000 Series Hybrid NVRs](#) and the [9000 Series IP Recorders](#)).

An X-Series Hybrid Recorder can be configured for basic functionality in six easy steps using the Command Config tool. When opening the Command Config tool, navigate to the "Text Insertion" configuration page and create a new Data Port - listening for TCP messages (Type = TCP Server) on the same port value assigned to "Port For Recorder", as described in Step 1, and using the protocol Custom Parser. It's also possible to associate the IP camera(s) to this text channel (which have been connected to the NVR): implementing this association will allow the transaction to be overlaid on the video camera stream.



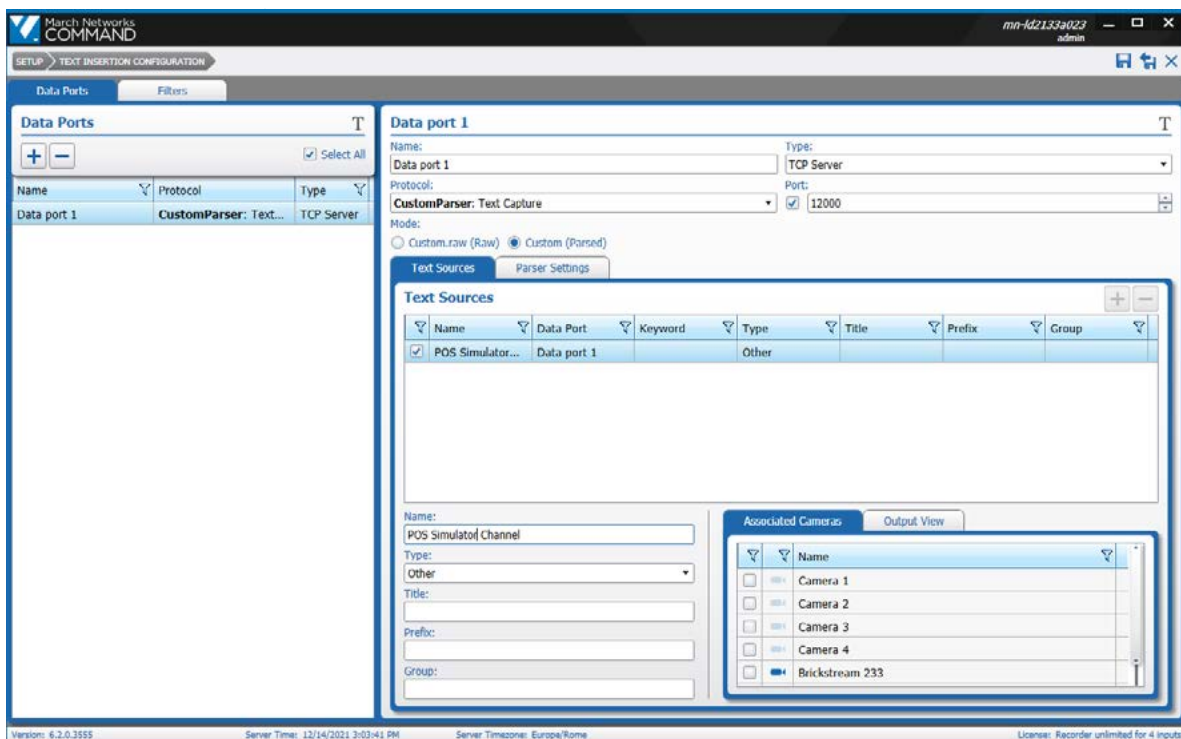


Figure 5: The X-Series text insertion configuration page. To configure the NVR to receive transactions, it's necessary to create a new text channel and select TCP Server as the channel type.



Figure 6: Associating a camera to a text channel — it's possible on the Client side to overlay the received data on the video stream.



Step 3: Install the POS Simulator translator on the Searchlight server

Together with the POS Simulator installation package, March Networks has released a corresponding translator to be installed on the Searchlight server. The scope of this translator is to instruct the Media Archiver application on the expected syntax of the incoming transactions: the translator will parse each received transactions and will import such data into the Searchlight database for any future query.

Step 4: Configure Searchlight to receive transactions from the NVR and associate them to a site

The last configuration step deals with Searchlight and creating a site, which is assigned to a site ID and terminal ID. These are the same values defined in Step 1 for Site Identification Number and Terminal Identification Number respectively.

It is also necessary to link the text channel. In the diagram below, where it indicates “Text Channel”, hit the select button and choose the recorder. Then select the data port that was configured on the recorder above.

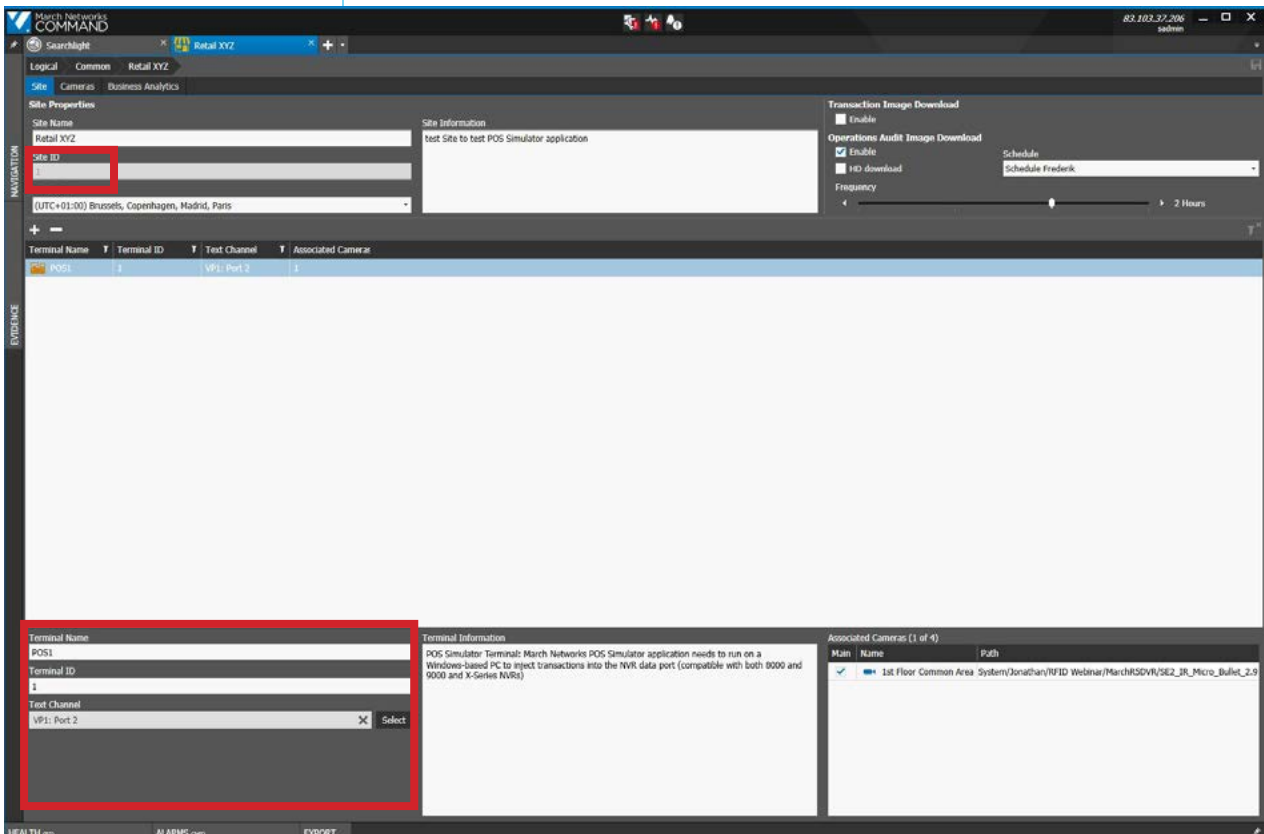


Figure 7: Site configuration in the Searchlight interface.



Once this step has been completed and the site has been granted a Searchlight transaction license, it's now possible to open the Searchlight graphical user interface (GUI) and access the transaction report section to query the date and see the full list of transactions that occurred on that day.

The screenshot displays the Searchlight Transaction Report interface. The top section shows a table of transactions for 'Retail XYZ' on 14/12/2021. The table columns include Transaction Start (Local), Transaction End (Local), Formatted Start Time, Transaction Duration, Site, Terminal, Operator, Operator Name, Transaction Type, Transaction Number, and Currency Code. Below the table, there is a summary section for a specific transaction (Transaction Number 3) showing items like 'Giochi d'Acqua' and 'Sports', a 13.00% discount, and a total cash amount of 56.18. On the right, there is a video playback window showing a camera feed from 'ME4_Box_Camera_29-C'.

Transaction Start (Local)	Transaction End (Local)	Formatted Start Time	Transaction Duration	Site	Terminal	Operator	Operator Name	Transaction Type	Transaction Number	Currency Code
14/12/2021 15:13:52	14/12/2021 15:13:58	15.13	5.00	Retail XYZ	POS1	123456	Andrea Di Odoardo	SALE	3	
14/12/2021 15:13:30	14/12/2021 15:13:32	15.13	2.00	Retail XYZ	POS1	123456	Andrea Di Odoardo	SALE	2	
10/12/2021 12:19:07	10/12/2021 12:19:16	12.19	8.00	Retail XYZ	POS1	1000	Joe	SALE	2	
10/12/2021 12:18:55	10/12/2021 12:19:04	12.18	9.00	Retail XYZ	POS1	1000	Joe	SALE	1	
10/12/2021 12:18:32	10/12/2021 12:18:39	12.18	6.00	Retail XYZ	POS1	1000	Joe	SALE	6	
10/12/2021 12:18:28	10/12/2021 12:18:29	12.18	1.00	Retail XYZ	POS1	1000	Joe	SALE	5	
10/12/2021 12:18:18	10/12/2021 12:18:24	12.18	6.00	Retail XYZ	POS1	1000	Joe	SALE	4	
10/12/2021 12:18:12	10/12/2021 12:18:15	12.18	2.00	Retail XYZ	POS1	1000	Joe	SALE	3	
10/12/2021 12:18:02	10/12/2021 12:18:08	12.18	6.00	Retail XYZ	POS1	1000	Joe	SALE	2	

Summary for Transaction Number 3:

- Site Name: Retail XYZ
- Operator ID: 123456
- Operator Name: Andrea Di Odoardo
- Terminal: POS1
- Transaction Number: 3
- Transaction Type: SALE
- Start: 14/12/2021 15:13:52
- End: 14/12/2021 15:13:58
- 4 x Giochi d'Acqua: 9,98
- Sports: 17,23
- **DISCOUNT** 13.00% Discount (Staff): (7,43)**
- TOTAL DISCOUNT: 7,43**
- SUBTOTAL: 57,15**
- TAX: 6,46**
- TOTAL: 56,18**
- CASH: 56,18**

Video playback window: ME4_Box_Camera_29-C

Figure 8: Searchlight Transaction Report interface. Once properly configured, the system will present the latest transactions with a minimum delay of a few minutes and it's possible to playback the video from the cameras associated to this POS terminal.



Customer Support and Assistance

North America, South America, & Australia

Direct: 1.613.591.1441

Toll Free (US & Canada):
1.800.472. 0116

E-mail:
techsupport@marchnetworks.com

EMEA

Direct: +39 0362 17935 ext. 3 (CET)

E-mail:
emeatechsupport@marchnetworks.com

Middle East & Africa

Direct: +00 971(0)52 818 8483

Email: supportmea@marchnetworks.com

Conclusion

March Networks' POS Simulator offers the capability to reproduce realistic POS terminal data and associate the video to the local cameras. As a result, during an onsite demonstration, it's possible to implement an immersive demonstration of the Searchlight application software and its value.

The POS Simulator is not posted on our Partner Portal, but it can be freely requested from your March Networks sales engineer contact, who will also guide you in the process of this configuration and ensure your equipment can produce a successful demo. Please contact March Networks' sales engineering team for further details.

Company Overview

March Networks® helps organizations transform video into business intelligence through the integration of surveillance video, analytics, and data from business systems and IoT devices. Companies worldwide use our software solutions to improve efficiency and compliance, reduce losses and risk, enhance customer service and compete more successfully. With deep roots in video security and networking, March Networks is also recognized as the leader in scalable, enterprise-class video management and hosted services. We are proud to work with many of the world's largest financial institutions, retail brands, cannabis operators and transit authorities, and deliver our software and systems through an extensive distribution and partner network in more than 70 countries. Founded in 2000, March Networks is headquartered in Ottawa, Ontario, Canada. For more information, please visit:

www.marchnetworks.com.



North America 1 800 563 5564
Latin America +5255 5259 9511
Europe +39 0362 17935
Asia +65 6818 0963
Australia and New Zealand +61 1300 089 419
Middle East and Africa +971 4 399 5525

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marchnetworks.com

