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# Stolen Knowledge

Issue No 3

## *Secrets of ID Fraud*

The man once dubbed “Britain’s Greatest Fraudster” reveals the loopholes that are leaving retailers exposed

### No more in isolation...

The new face of loss prevention by Phil Willsmer of the Co-op



### Is this the End of Money as we know it?

An interview with author David Wolman



### Why more and more retailers are using CCI.

We look at what this new technology offers retailers



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## A word from our sponsor...

Whatever the trading conditions retailers always need to be one step ahead of the “bad guys.” And who better to provide an insight into the criminal mind than the man The Sun newspaper dubbed “Britain’s Greatest Fraudster”!

Tony Sales is poacher turned gamekeeper. During his criminal career, Sales defrauded retailers and finance providers out of cars, clothing, holidays, electrical goods and even houses, never paying a penny for them. After spending six years of his life on the run, he was finally caught and served a prison sentence. Now a reformed character, Sales uses his knowledge for good helping retailers to understand what fraudsters are looking for and how they target businesses. His article on p5 is a fascinating insight into the world of the retail fraudster.

With Visa attempting to make the Olympics cash free it seems timely for us to feature an interview with David Wolman, author of The End of Money. In his book, Wolman takes us on his journey around the world as he lives without cash for an entire year.

We are also indebted to Phil Willsmer, Director of Group Risk Services at the Co-op for his thought provoking article. Phil provides an insight into how an innovative approach to risk management has changed the way the business approaches and deals with loss prevention.

Stolen Knowledge strives to bring you thought provoking and useful information from the world of Loss Prevention. If you have a suggestion for an interview or editorial piece then please don't be shy – let us know!

As always thank you for your support and encouragement. I hope you enjoy the latest issue!

**James Harris**

Commercial Director, Volumatic Ltd



# *Loss Prevention in isolation*

- can it and should it survive?

*Phil Willsmer, Director of Group Risk Services, the Co-operative Group, outlines a radical new approach for Loss Prevention.*

In a time when the retail industry in the UK is facing the bleakest outlook for decades, organisations are starting to look internally to reduce overheads in their corporate centres. Whilst the Loss Prevention industry continues to re-invent itself, normally through rebranding, does it offer real value for money if it sits in isolation from other central functions, or can it be more effective if integrated into the wider risk model, offering a more diverse proposition tailored to meet the specific needs of the organisation?

The historical role of the security/Loss Prevention/Asset Protection Manager has been to cover either a designated area or region depending on the size of the organisation and operate independently of both business operations and other support teams. In more recent times there has been a need to have engagement with the operations teams to support their business objectives, however this has tended to be purely centred around physical security enhancements and loss prevention activities to aid in the delivery of bottom line profits.

This model is reciprocated by a number of other support functions including Health & Safety and Compliance Audit teams which again, depending on the size of the organisation, carry out a similar role in their own areas of responsibilities.

## *Teams working in isolation*

The result of these teams working in isolation from each other can cause operational teams logistical challenges as one location can be visited up to three times a week by individuals from different support teams, all making demands on the time of the branch manager and their team to deliver compliance to different problems.

With the growing pressure on retail teams to focus their efforts on generating revenue this can lead to some difficult prioritising dilemmas which usually results in inadequate attention and subsequent action being given to the various remedial actions required.

## *A more effective model?*

Against this backdrop and the current economical climate, is Loss Prevention, and indeed the other support functions, really adding value by continuing to operate in this manner or is there a more effective service provision model which delivers not only additional benefits to an organisation but also reduces costs and allows greater focus for retail teams?

Last year we evaluated the existing service provision of the various field support teams and engaged with the operations teams in the Group different businesses. It quickly became apparent that there were concerns around the number of branch visits being conducted and the subsequent demand on retail teams to deliver the remedial actions required by each support team.

It also became apparent that individuals from the different support functions were travelling large distances, at times



**Phil Willsmer**



passing each other, to complete their planned and reactive branch visits and that there were a number of activities that more than one team were completing unaware of the duplication due to different reporting tools.

### *The Co-op's solution*

It goes without saying that this was not only putting a lot of strain on the support teams, but also on the company profits. The solution came about as a result of this review and a new operating model was proposed and agreed. This involved the amalgamation of several support teams including Loss Prevention, into one Risk Management structure and which allowed greater visibility and mitigation of risk across the combined group, whilst retaining expertise in the disciplines being merged. The streamlining also meant a considerable saving for the retailers carrying out these support functions.

### *Regional risk managers*

The new proposal centres around regional risk managers, who supported a team of area risk managers. These risk managers have a number of premises covering all business units in the Group and have responsibility to conduct evaluations which contain elements of all the disciplines in the merged teams.

Part of the rationale for these changes was to create a second line of defence of risk management, with the first line being the business units who own all their own risks and the third line being internal audit who measure the risks and the mitigation in place to reduce them.

### *A multi-disciplined approach*

As part of a wider Group risk services function, the team will provide operational risk assurance, relevant specialist advice and support to ensure compliance to all relevant legislative and regulatory requirements across the Group estate.

Each area manager is a subject matter expert in their own field including Loss Prevention and will have a competency in all other disciplines to allow them to measure compliance across the broader risk perspective. This evaluation acts as a trigger for further action depending on the nature of the non-compliance and as

the region is made up of subject matter experts, all second line activity can be managed within the team.

One of the requirements to ensure success has been the need for adequate training to be delivered to the area managers in respect of the other disciplines within the team and also from the business units to ensure they understand that the operating models of each as these are all different.

The benefits of such a model include:

- the ability to cover more premises with a limited resource, which allows greater visibility of a wider breadth of risk issues
- the ability to measure each business compliance, against a consistent set of standards
- better MI identifying risks by individual business which feeds into the wider risk reporting on compliance and,
- a more proactive approach to risk management by identifying issues across a wider estate at an earlier stage

Other benefits include multi-skilled individuals, who can offer greater services than stand alone teams, less travelling time and associated costs and from a first line operations perspective it relates to their teams engaging with one corporate support manager dealing with a number of activities, which historically would have been undertaken by a number of different teams, thereby reducing the time spent away from operational activities.

Whilst this structure is a significant shift from the historical approach to Loss Prevention, it demonstrates that there are alternative approaches to how we manage risk in its wider sense, of which Loss Prevention is only one aspect and which, in a time where retailers are looking for cost reductions in their corporate centres, offers a greater return on investment with improved accountability. [SK](#)

### **More to come**

"Early indications show that the Co-operative's newly implemented Risk Management approach is living up to expectations", says Phil Willsmer.

Stolen Knowledge has invited Phil to contribute a further article later this year, in which he will provide an update on the initiative and be able to share more detailed information and figures. Watch this space!



# How to beat the criminal gangs

*Why did Tony Sales find it so easy to defraud retailers and banks of millions? The repentant former fraudster now works with retailers to help them close the loopholes that are leaving them exposed to criminals.*

Tony Sales has been labelled “Britain’s Greatest Fraudster” by the media. Although it is not an acclamation of which he is particularly proud, it does give an indication of the accomplishment and notoriety of the man. It also means that he is now in prime position to be able to work together with retailers to close the gaps in security and improve their Loss Prevention levels. Especially in these tough economic times, when retailers in particular are feeling the challenge of the tough trading environment, prevention is better than cure when it comes to Loss Prevention.

## The Tony Sales story

Tony’s history is a colourful one. During his criminal past, Tony has defrauded retailers, finance houses and financial institutions out of £30 million through false identities, credit cards and other fraudulent schemes. In Tony’s words, “buying a house was like buying a pint of milk” and he couldn’t understand why people slaved away to pay for mortgages, cars and holidays. In fact Sales was able to build up quite a portfolio of properties, without paying a single penny for them. Each one was filled with the best

furniture and electrical equipment – all without cost and ‘paid’ for on a homemade Buy Now Pay Never credit card or a store account in a stranger’s name.

Sales’ shopping list ended up being a Porsche Cayenne, a £75,000 Bentley, a Mercedes CLK as well as several properties around South East London. But what was the magic trick? In truth, and even by Tony’s admission, there wasn’t one. It was simply ID theft. Sales was a confidence trickster, able to steal identities by forging documents such as passports, energy bills and bank statements. Once the crime was up and running, Sales was then able to use his suave appearance to persuade banks to lend huge sums of money – of course not a penny was ever paid back as this was someone else’s problem, according to Tony.

Once he learned how to do it once, he was able to expand quickly, creating a business model that repeated the process thousands of times on a production-like system. This wasn’t just in the UK, this was all over the world.

People never seemed bothered when it came to questioning how genuine the documents were, because they didn’t want to appear unknowledgeable or “look silly”



After spending six years of his life on the run, Sales was finally caught filling up at a petrol station. By this time, Tony and his team of fraudsters, who would ruthlessly exploit a retailer's weaknesses by hitting the retailer over and over and over again until such time as the loophole was finally closed, had scammed millions of pounds from unsuspecting retailers, costing single large retailers several hundred thousand pounds in just a few short weeks.

After serving time in prison, Tony has become a reformed character and is now using his knowledge to help retailers close those all-important loopholes.

### So how did he do it?

For Tony, his roots in fraud started at the tender age of 11, when he wanted the day off school, but he didn't want his relatives to find out. He would give his grandmother the number of the local phone box, so that when she called the number, a voice would reply as a representative of the school – only it was Tony playing along.

As he grew up, phone box telephone numbers turned into fake sponsorship forms. Sales would ask members of the public to handover money in exchange for school fun runs and fetes, giving the fake phone box number as assurance – only for them

to call up for confirmation and Tony's voice at the other end. But it worked. And of course, once this worked one time, he tried it a thousand times. Thus his life of scamming began.

It got easier and easier as Sales grew into his trade. He soon found van drivers, postal workers and delivery companies that were all too willing to sell Sales the information he needed, in the form of bank statements, mortgage applications and utility bills. Some of these would contain photocopies of passports, P60s complete with NI numbers – all of these things were the exact tools needed to commit the fraud. These documents would then scan into computers and become entirely new documents that would allow Sales to apply for credit cards and loans all in someone else's name.

But it wasn't all done on paper. Card details were also readily available from secret fraternities online that had access to hotel computers as well as various online retailers, bringing with it people's card details, dates of birth, mother's maiden names – all things that were like buried treasure for the online fraudster.

Sales and his team named Harrods and Tesco as the top two easiest online sites to defraud. But, they claim that they used this to the advantage of the needy local single parents in need of the extra food for their families.

However they got hold of the goods, Sales and his team claim that fraud, although it sounds difficult is actually very easy. In his own words, Tony says that "anyone with a computer can do it". In fact, he says that his son brought home some safe scissors from

There is now an unparalleled opportunity for retailers to advance their loss prevention strategies at a rate simply not previously possible before.

Despite the developments in technology and all the money invested in preventing frauds and beating the fraudsters, some of the very basic preventative methods are still being overlooked...



school – one of the few tools he needed to commit his crime!

Armed with this information, all he needed was a target.

“Saturday staff helped” says Sales. “Most of the time they were not trained in dealing with transactions beyond the basic till training. They are also usually set targets as to how many store cards they can persuade customers to take out. Of course, most of the time customers do not want to be sold these, so when we rock up and ask for one, all we had to do was let them sell them to us”.

Store cards are common sights in most department stores and larger retailers that offer credit to customers as well as money offers, savings and loyalty discounts. Usually all that is required to get one is two forms of identity – another debit or credit card and a utility bill. Perfect for Tony and his accomplices, who have already got these prepared and would just so happen to be carrying them at the time of applying for a store card. All he had to do was hand these over and sign on the dotted line.

“Due to the loopholes in staff training, a member of the Saturday team would never be able to spot a fake utility bill or debit card from the real thing” continues Tony. “Yet this person is able to issue up to £5,000 of credit on the spot”.

Then, as before, this scam can be repeated again and again, sometimes up to five times a day by each of Sales’ different associates. He even brags that people

never seemed bothered when it came to questioning how genuine the documents were, because they didn’t want to appear unknowledgeable or “look silly”, and this, Sales tells us, is one of the most basic loopholes which is known to fraudsters – the simple act of being unchallenged. Sales also says that this demonstrates, despite the developments in technology and all the money invested in preventing frauds and beating the fraudsters, some of the very basic preventative methods are still being overlooked and these are some of the simplest ways to avoid the fraud – purely through better staff training.

In fact, it is overlooking these simple things that have allowed the fraud industry to grow. It is now thought that if the fraud industry were a country, it would be the 5th most productive country in the world ahead of France, the UK and Canada.

### Working with retailers today

Now best characterised as poacher turned gamekeeper, Tony offers a unique opportunity for retailers to understand from the viewpoint of the criminal on the street how they are targeted and defrauded.

Teaming up with Retail Knowledge, owners of The Retail Fraud Show, now retailers have the opportunity to get ahead of the fraudsters, to learn from the man who more successfully than any other in the history of our country exploited weaknesses in retailer security; weaknesses that are still evident in most retail operations simply because there has never been someone of this calibre to show retailers what to do.

As a result of Tony Sales and Retail Knowledge working together, there is now an unparalleled opportunity for retailers to advance their loss prevention strategies at a rate simply not previously possible before. [sk](#)



# *Is this the End of Money as we know it?*

Dosh, readies, wonga, cash – are its days numbered? In his new book *The End of Money* David Wolman confronts the possibility that our love affair with the green stuff could be set to end, only to be replaced by digital and plastic.

**What would a cashless society mean? Do we still need cash in the 21st century world? Wolman takes us on a global voyage of discovery to find out.**

Most of us in the Western World don't rely on notes and coins as much as we used to. With all the new digital technologies that retailers are being encouraged to take up, such as contactless payment methods and mobile payments, the notion of the disappearing cash act is a distinct possibility. David Wolman has long been intrigued by the possibility that cash will soon be no more. So he decided to go cash-free for a whole year purely for the purposes of writing his book.



He tells stories of his encounters with people and technologies from all over the world. In Honolulu, David drank Mai Tai cocktails with Bernard von NotHaus, a convicted counterfeiter and alternative currency evangelist. The government prosecutors had labelled him a domestic terrorist!

In Tokyo, he came across some of the latest anti-counterfeiting wizardry, while puzzling over the fact that banknote forgers depend on society's addiction to cash. Then there were the avid coin collectors that David met in Oregon town... Eventually, David ended up in Delhi where he saw first-hand how cash penalises the poor more than anyone and how mobile technologies promise to change that.

## An Olympic moment of truth?



Visa's failed attempt to make the Olympic Village a cash-free zone this summer suggest that we may not be seeing the end of cash quite yet...

The eyes of the world turned to London this summer for the launch of the 2012 Olympic Games, but in the aftermath it seemed that there was a lot to learn when it came to cashless transactions. Visa, a major sponsor of the Olympics, attempted

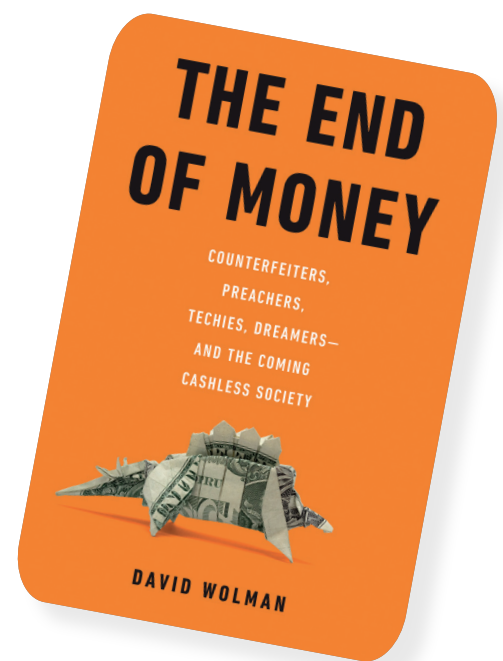
## Last bastion of freedom?

In one chapter, "The Missionary", Wolman travels to rural Georgia to meet with an apocalyptic pastor who believes that the anonymity of cash payment is all that stands between us and an economy in which our every commercial move can be monitored and, therefore, controlled.

Wolman's tales from around the world are colourful and paint a vivid picture of a future without money. The book opens up many intriguing questions as David explores the implications of going cashless.

## Alternative currencies

He looks at alternative currencies, such as BitCoin and Facebook Credits. These have helped challenge the way that the world views cash, because they do not represent a physical exchange but they are still of monetary value, which is perfectly legal. But of course there are still huge numbers of people that do not understand digital currency, are not online and don't have easy access to a mobile telephone. This form of payment as a widespread practice is still quite a few years away.



## Peer to Peer lending

Wolman is particularly interested in the emergence of P2P – or Peer to Peer – lending. Also known as social lending, P2P lending is a rapidly growing industry since its humble beginnings in 2005 and now accounts for around £40 billion worth of transactions today. It functions as a network of lenders, who are strangers to one another, who simply lend money to others for an agreed period. People can use P2P lending for all sorts of things, from business funding to vet bills, but its most popular usage is for debt consolidation.

# *...Or has its death been greatly exaggerated?*

to make the Olympic Village a cash-free zone, through encouraging customers to pay using a contactless payment method, but plans were seemed to hit the buffers after card terminals failed.

This meant that the merchants who had partnered with Visa to help them pocket the expected £750 million as the exclusive card payment sponsor at the Olympic Games, had to now accept

cash only at more than 140,000 retail locations throughout the UK. These had installed Visa pay Wave-enabled cards and phones to accept payment. However it wasn't just retailers feeling the pain of the technological failure. 5,000 London Taxis and 3,000 POS locations at Olympic venues were also affected, and 80,000 people inside Wembley stadium were forced to queue up at the ATM machines to pay with cash instead, after all!



The anonymity of cash payment is all that stands between us and an economy in which our every commercial move can be monitored and, therefore, controlled.

He considers whether losing cash altogether would only encourage more debt - taking the physical notion out of money and turning it into something purely virtual? Ironically, could this also ultimately mean the end for banks too? Methods such as P2P lending are thought to be improving the levels of debt, reducing risk – the users and lenders are screened and the results are publicly available. They also use more advanced credit models, including new data which banks ignore, such as Twitter.

## The ‘currency of crime’?

Wolman also draws attention to some of the downsides of cash. He refers to it as “the currency of crime” in relation to the ten thousand bank robberies that occurred in the US in 2009-2010. Wolman also mentions the hundreds of options when it comes to technology for credit cards and digital payments, but when it comes to cash it still remains fairly unchallenged – mobile money seems to be like a safer bet. The cost of smartphones are also coming down and are much more accessible to the less wealthy, so it seems that all is needed is the ability to hook the phone up to a bank account. **Sk**

But, to add insult to injury, as the exclusive sponsor, Visa had removed 27 Link cash machines across London’s Olympics sites before the onset of the games and replaced them with eight Visa-only ATMs – this meant that buying goods by card at the London venues required access to a Visa-branded debit, credit or prepaid card. It also meant, in a reverse of fortune that would have been right at home with the fate of the Titanic story, that there were only a limited number of ATMs available, as it was expected that in a cash-free zone, a lot of cash would not be necessary, or needed.

It was set to be a great way for Visa to use the Games as a way to promote new

EPOS technology that saw more mobile payments pass through the tills. But it spectacularly failed when it was thought that the technology was unable to cope with the sudden surge in its usage. So was this a sign that the UK is not yet ready for cash-free terminals?

David Wolman has commented: “It would be foolish to prematurely welcome a cashless society, especially because the people who most depend on this form of money are at the bottom of the pyramid”. There is still a large proportion of society that solely uses cash, and for the older generation especially it would be a tricky task to force a cashless alternative on them.



## The case for cash

Retailers are pro-cash. They will always prefer to accept cash as a payment because it is cheaper to process it versus the cost to process a debit or credit card. In analysis released in the Retail Fraud Survey earlier this year, in line with BRC statistics, cash is the cheapest way for retailers to accept payment, costing just 1.5p to process per transaction, compared to 33p per credit card transaction and almost 10p for a debit card. The cost of cash to process is also set to decline further as retailers invest in more intelligent cash handling systems. Other research shows that, cash remains the quickest way for retailers to accept payment, taking around 27 seconds per transaction compared to 36 seconds for a card payment.

To add to this, it seems that cash is still reported to be one of the most popular methods of payment. In a survey by the BRC, cash accounted for around 36% of all sales that went through the tills, a rise in popularity by 5.7% compared to 2011.

This means that despite growing pressure on retailers to upgrade their card payment technology, cash is still king and with this

80,000 people inside Wembley stadium were forced to queue up at the ATM machines to pay with cash instead, after all!

in mind, it seems likely that it is the banks that are driving this acceptance to go cashless, and not the retailers. As Wolman says, "Banks do not like dealing with cash, but they never have! They are toeing the line with cash but in doing so they may lose out to newcomers who are more up to date with their technology".

Visa has pointed out that electronic payments play a crucial role in facilitating tourism and meeting the needs of consumers on the go. A major sporting event such as the Olympic Games was a unique opportunity to showcase how technology is changing the way people shop and pay. But, despite the best hopes of the banks, the reality is that we are not quite ready to go cashless just yet. [Sk](#)



## The David Wolman interview:

How would a cashless life affect retail, loss prevention and the banks? Stolen Knowledge spoke to author **David Wolman**...

David, *The End of Money* is about your journey and experiences of living without cash, but stories vary so differently from place to place. Do you believe that society as a whole needs cash in order to survive, or is it something that technology allows us to entertain as a convenience more than a necessity?

Yes, the modern economy still needs cash, more so in some places than others. It would be foolish to prematurely welcome a cashless society, especially because the people who most depend on this form of money are at the bottom of the pyramid (The 1% can quite easily avoid cash). But does society need cash to survive? I very much doubt that. Oxygen, on the other hand...

**“I do think a time will come when cash will be as anachronistic as the pay phone”**

As the banks prefer not to deal in cash, is this all just a scheme to help fund the growth for the banks?

It's hard to know how this will pan out for banks; there are just so many variables. Many banks don't like having to deal with cash. That isn't new. But if they're toeing the line with cash anyway, investing in ATMs and breaking ground on new bank branches in rich neighbourhoods when they should be innovating new mobile banking solutions for the masses, they may lose out to newcomers, namely telcos and nimble start-ups.

While the banks are busy benefitting from encouraging less cash transactions, retailers will be struggling because cash is cheaper to process. If banks are resisting this and encouraging more digital transactions, do you think that eliminating cash will put more pressure on retailers to adopt newer methods of digital payment?

Yes, unless they want to trade favours with each and every customer, which would be rather inefficient!

The Loss Prevention industry might also notice a change if cash is eliminated from society, but will this have a positive or a negative effect overall for Loss Prevention?

Positive. Will there still be hackers, theft and loss in the digital future? Of course. We have all of that now. But I see this as a basic resource allocation issue. A staggering amount of money and manpower is required for cash management, let alone pursuit, prosecution and incarceration of people involved in cash-related crimes. In the cashless future, those resources could be redirected to help fight cybercrime.

Do you feel personally that you could live without cash?

For the most part I can, and did, live without cash. But now that my cashless-year experiment is over, and despite the punchy title of my book, I'm not a zealot. The idea here is to put cash in the hot seat, showcase some of its hidden costs, and highlight the fact that it's most expensive for those who can least afford the expense. But that doesn't mean we should dump it tomorrow. Until we have reliable, ubiquitous, fast, and safe substitutes available, we won't be ready to put it in the grave. Taking the long view, however, I do think a time will come when cash will be as anachronistic as the pay phone. **SK**



# *Why are more and more retailers rolling out CCi..?*

*With Morrisons and others now adopting CCi across their entire estates, Stolen Knowledge takes a look at what this new technology has to offer retailers, large and small.*

Wilkinson's were the first major UK retailer to roll out CCi across its entire estate. Speaking at a subsequent Retail Fraud On The Road event, Mick Phipps, Head of Loss Prevention for Wilkinson's, spoke about their experience of the technology in glowing terms; "CCi has cut Wilkinson's cash handling costs by 75%."

This year Morrisons has just placed the largest order for CCi ever, with units to be placed at every till point across its entire estate. The roll out is to be completed by Easter 2013. And it is not just supermarket retailers that are embracing this technology. Upmarket fashion icon Burberry has just installed 16 CCi units at its new flagship store at Regents Street, London.

## *So what's all the fuss about?*

In 2011 Volumatic were recognised for their development and manufacture of CCi with a Queen's Award for Innovation. Now, as we perhaps start to see the wider acceptance and introduction by retailers of CCi, the question is what is all the fuss about?

The basic design lines of CCi (full name "CounterCache intelligent") pay homage to Volumatic's retailing classic, the CounterCache; the almost ubiquitous secure box that is fixed below till height into which notes are placed by till operators and plunged, to stack the notes securely out of sight. However, a "passing resemblance" is where the similarity between that system and CCi ends. Because when a

CCi accepts notes from the till operator, that simple process triggers a remarkable chain of events that can revolutionise the cash handling process...

"Basically from the moment the till operator accepts a note and feeds it into the CCi, nobody in that business ever touches that note again. The mere action of feeding the note into the CCi sees the note validated, counted, stacked and securely held in a tamper evident pouch," says James Harris, Commercial Director at Volumatic.



## 100% accurate system

"Regular testing has proven the system to be 100% accurate in detecting all known forgeries. CCI has now been operated by several retailers for almost 4 years and in that time validated billions of pounds in cash, to date without a single error. The system is so reliable that CiT companies and soon banks accept the accuracy of the counts. The unit itself is extremely robust, facilitating secure storage of large amounts of cash, which is stored in a tamper evident pouch, so that if the money is touched after the pouch is lifted from the CCI, investigations can be quick and conclusive".

However, the actual CCI unit located at the till point is only part of the story. CCI units can be integrated with any EPOS system to provide a suite of information that can transform a business's cash handling processes. Volumatic produce their own treasury management software, called CashView, which links CCI with EPOS software. CashView is



specifically designed to get the very most out of CCI" Rob Harrison, Senior Software Engineer at Volumatic explains...

"By linking CCI with EPOS software through CashView, we have the opportunity to allow a retailer to capture and record valuable data – a full minute by minute audit trail - at zero cost. A large retailer can see live what is happening on each and every one of the CCI units across his entire estate, from a laptop at head office or anywhere in the world, as it happens. The information is available store by store, floor by floor and till by till as money is accepted at the till points."

CashView gives retailers the chance to see what cash is being built up and at which till points, so that

they can anticipate the need for pouch changes and collections. Traditional skims are eliminated. Manual recounts are eliminated. Many of the traditional duties of the cash office are now no longer necessary, allowing for those staff to be better deployed on other duties. And it is not just large retailers that CCI offers advantages to. Many of the smaller franchise and independent stores are getting on board too, for several key reasons...

Traditionally the smaller independent retailer may have 4-6 stores, each operating independently from a cash point of view. With CCI and the associated CashView software, that owner can see what cash is coming into each of his tills and when it is necessary to collect pouches to undertake bank runs. Additionally notes are all validated at the point of acceptance and stacked for good presentation. This



makes CCI a valuable aid in the recycling of cash by retailers offering cash withdrawal facilities through cash points at their stores.

Rob Harrison continues "With CashView software in place a retailer can monitor exactly what is happening across his entire estate. He can detect if there are any suspicious activities surrounding equipment, he can quickly reconcile cash taken to the tills and also prepare banking reports at the press of a button. CashView can also be intuitively configured for individual businesses, so that it is very simple for operators to use; for example setting out CCI location points on screen in the same format as a floor plan of the store in question."

### *Death of the cash office?*

So are we seeing the death of the cash office? Time will tell...

It is true to say that operators have enthused about the substantial returns on investment that CCI brings to their operation - take for example the quote from Mick Phipps at the beginning of this article. And with retailers looking at every possible part of their business to optimise operational efficiencies against a background of unprecedented economic challenge, it could well be a case of "cometh the hour, cometh the man" or "product" in this case.

As well as the large food retailers, CCI is taking hold in a rapidly expanding list of businesses including



fast food outlets, coffee shops and petrol station forecourts as well as in smaller independent retail outlets. And cash usage, according to recent BRC figures, continues to be high; almost 6% last year. Cash is also the fastest, most convenient and cheapest way for retailers to accept payment, according to that study, corroborated by the findings of Retail Knowledge's Retail Fraud Survey 2012.

With pressure on all retailers to continually improve their operations it seems reasonable to assume that CCI is going to become increasingly popular in Europe and, with the product now being launched into the US, may soon become as ubiquitous as its classic CounterCache forbear. [Sk](#)



**Volumatic CCI**

# Would you like to meet, one-on-one, with Britain's Greatest Fraudster?

Using his unique talents, over a 6 year period **Tony Sales defrauded** retailers out of more than **£30,000,000**. As a result The Sun newspaper branded him

**“Britain's Greatest Fraudster”**  
and now he is planning how to do it all again...

Sales is still identifying opportunities for fraud. But these days he is working for the good guys; the retailers. He has been surveying high street stores the length and breadth of the country to identify current opportunities for fraudsters, so that he can share his findings with the retail community and prevent crime.

“What is so surprising is that it is still pretty much as simple to defraud retailers now as it ever was. The stupid thing is that often this could be prevented, simply and cheaply, by giving staff appropriate tools to use” says Sales. And this isn't just hype. He is happy to show you, one-on-one, how vulnerable your business is and show you what you can do about it.



If you would like to meet with **“Britain's Greatest Fraudster”**, so that he can talk to you one-on-one about your stores, then contact Paul Bessant on **0207 903 5177**, email [paul@retail-knowledge.com](mailto:paul@retail-knowledge.com), or write to Retail Knowledge Ltd, 81 Oxford Street, London, W1D 2EU.