Orsa Easy Shopping

ORSA AIDC · FACT SHEET

A store app where shoppers scan their own items, build the basket on the device and get through checkout in seconds

Pick → Scan → Basket → QR code → Check out

For supermarkets, DIY stores and retail chains · NEED → ORSA APPROACH → SOLUTION

Move queue-building scanning from checkout to the shelf. Shoppers already pick up each item. If they scan it then, checkout has nothing left to do. Orsa Easy Shopping does it without touching your payment flow.

WHY ORSA EASY SHOPPING

Because you don't need more checkouts to shorten the queue.

› **No scanning at checkout.** The basket arrives as the shopper built it in the aisles. The cashier scans one QR code; transaction time no longer depends on item count.

› **Your payment flow stays the same.** Payment still runs through your existing checkout and terminal. No new payment infrastructure, bank agreement or regulatory approval needed.

› **Shoppers see spend in real time.** The basket total is on the device. No surprises at checkout; fewer abandoned baskets, more completed purchases.

› **No price questions at checkout.** Any gap between shelf label and system shows the moment an item is scanned. Price disputes and voids at checkout drop.

› **Grows step by step.** It starts with price check and basket, then links to your POS, then adds loyalty and personal promotions. Each step pays off on its own.

One QR code	Intact	PS series	Excel	Offline	Turkish
At checkout	Your payment flow	Zebra shopping terminal	Product and price feed	Works when Wi-Fi drops	UI and support

IN THE STORE

Long queues

At peak hours, checkout time drops to payment time, not scanning. Capacity grows without adding checkouts.

Big-basket shoppers

The gain is biggest on a fifty-item shop. Weekly shoppers are the ones who get stuck in the queue the most.

Price and promotion visibility

Each scan shows the current price and any promotion. Even with an old shelf label, shoppers see the right price.

DIY and heavy items

Shoppers don't have to unload the cart onto the belt. Bulky items are where checkout time savings are greatest.

Staff redeployment

Freed checkout time shifts to aisles and customer help. The same team does more visible, useful work.

Loyalty link

Issuing the device against a loyalty card ties the trip to the shopper; personalized promotions build on this next.

HOW IT WORKS — FOUR STEPS

1 · Device handout	Shoppers pick up a terminal at the entrance, via loyalty card or a store associate; each device is logged to who has it. Devices waiting on the charging stand are always ready.
2 · Scan and basket	Shoppers scan each barcode as they pick the item. Name, price and promotion appear on screen; basket and total update live. Quantity edits and deletions are supported.
3 · Checkout QR	When done, the app creates a basket summary QR code. It holds the entire basket; the shopper takes it to checkout.
4 · Pay at checkout	The cashier scans the QR code, the basket appears on the POS screen and payment is taken as usual. Randomly selected shoppers get a rescan audit.

In release one, the basket reaches checkout via QR code; phase two adds a direct link to your POS software. Either way, payment stays at your existing checkout.

VS. SCANNING AT CHECKOUT

Area	Checkout scanning	With Orsa Easy Shopping
Checkout	Grows with item count	**One QR code, regardless of basket size**
Scanning	Cashier scans, queue waits	**Shopper scans while browsing, no queue**
Price info	Seen at checkout	**Visible at the shelf, when picked**
Basket total	Known at the end	**On screen the whole trip**
Payment system	As is	**Fully preserved, no changes**
Cost	New checkouts and staff	**Terminals and app; checkouts unchanged**
Growth	More checkouts	**Loyalty, promotions and voice assist**

APP FEATURES

Items & prices	Fed from store data via file or live link.	**Basket control**	Increase/decrease quantity, delete lines, total.
Promotion display	Active discount on screen when scanned.	**Checkout QR**	One QR code carrying the whole basket.
Audit mode	Random rescans; rate agreed with the store.	**Device log**	Who has which device, handed out when.
Offline mode	Basket is kept on device if Wi-Fi drops.	**Turkish UI**	Shopper and store screens in Turkish.

THREE KEYS TO A SUCCESSFUL SETUP

Current product and price data. Device and checkout prices must match. Feed frequency and source are set at rollout; if they differ, the checkout price prevails.

Device security. Terminals are issued via loyalty card and don't work outside the store. As enterprise devices, their low resale value deters loss.

Audit balance. Too many rescans annoy shoppers; too few increase shrink. The rate is set from pilot measurements.

ROLLOUT

1 **Preparation.** One store, a few devices. The product and price feed is set up and staff are trained.

2 **Pilot.** With real shoppers. Queue time, basket value and shrink rate are measured.

3 **Scale-out.** Expansion to other stores, direct POS integration, then loyalty and promotions.

Pricing depends on the number of devices and stores: terminals + app license + rollout. A firm quote follows a site survey.

Try it in one store.

Let's start with one store and a few devices. During the pilot, we'll measure checkout time, basket size and shopper response together. Decide with data from your own queue.

Right data. Right path.

Orsa AIDC · End-to-end AIDC solutions with Zebra technologies · www.orsaaidc.com