

Epson ProofPlus ID Scanner

Reducing Fraud and Liability at the Point-of-Sale



As retailer liability soars with the growing array of age-restricted products, supermarkets, convenience stores and general merchandisers alike must find an effective method for enforcing ID collection policies—or risk large fines and loss of liquor and tobacco licenses. With fraud on the rise, ID collection plays a central role in reducing losses due to bad checks. Now, Epson provides you with the fastest and most reliable solution for ID collection available at the point-of-sale.

Some stores reap as much as 50% of total profits on age-restricted merchandise. With high employee turnover, consistently enforcing ID collection policy is a growing concern.

How ProofPlus™ Works

ProofPlus is the first identification scanning technology fully integrated into a POS printer. The Epson TM-H6000II multifunction printer combines high-speed, two-color receipt printing and superior slip handling with exclusive ID scanning technology. ProofPlus works in tandem with your POS application to enforce ID collection policy.¹ Through application software, you can program the printer to print a receipt only after an ID has been scanned.

In just three seconds, ProofPlus scans the ID card, converts the image to a tif, jpeg or bitmap file and transmits it to storage, ensuring that ID information is clearly captured. For faster retrieval, you can code stored images with transaction or batch numbers. The TM-H6000II with ProofPlus is compatible with both legacy and PC-based systems, so it can migrate to your new system as your needs change.

The Compliance Challenge

Some stores reap as much as 50% of total profits on age-restricted merchandise. With high employee turnover, consistently enforcing ID collection policy is a growing concern. ProofPlus ID scanning captures a complete image of the customer's driver license or identification card, which can be stored with the transaction. The application can prevent cashiers from completing the transaction unless the ID has been scanned, so you can enforce ID collection on every required transaction. ProofPlus ID scanning can dramatically improve legal compliance, helping reduce your liability and risk of costly lawsuits.



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Improved Fraud Fighting Power

According to NACHA—The Electronic Payments Association, checks returned for insufficient or uncollected funds account for seven in ten returned point of purchase transactions.² As ProofPlus scans the customer's ID card at checkout, the image can be displayed on the monitor and printed on the customer's receipt. Display of the license image at checkout is one of the

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most powerful deterrents to check fraud—customers intending to write fraudulent checks are reluctant to supply their ID when they know the image will be captured and will take their fraudulent business elsewhere.

ProofPlus ID scanning can also reduce your risk and losses due to stolen merchandise returns. Customers returning stolen merchandise for cash or store credit will be deterred when their ID is captured and clearly displayed at checkout. Using ProofPlus, you can identify customers who make frequent returns, and use stored address information to rapidly locate and prosecute, lowering your legal costs and losses due to theft.

Payroll Check-Cashing Efficiency

Many retailers offer payroll check cashing as a value-added service for customers, but the costs and losses are high. And long transaction times typically limit payroll check cashing to a single checkout lane or service desk. Unlike standalone ID scanners that require manual input of account information, ProofPlus ID scanning streamlines the payroll check cashing process by digitally capturing a complete image of the customer's ID card. Because customers don't need to manually enter data, you can significantly reduce transaction time and improve service by bringing check cashing to all checkout lanes.

Digital Check Imaging

In addition to ProofPlus ID scanning, the TM-H6000II POS printer comes standard with Epson's TransScan™ digital check imaging capability. Like ProofPlus, TransScan captures and stores a complete image of the check along with the transaction record. Although you can significantly lower your check handling costs using electronic check conversion, ECC alone does nothing to aid in the recovery of returned checks. Since 80% of all e-check returns require an image for full recovery, check imaging brings a proven risk-reduction mechanism to the ECC process. When a check is returned, you have complete customer account information to immediately resubmit or pursue legal collection. By adding TransScan check imaging to your ECC initiative, you can significantly reduce losses due to bad checks and administrative returns. Together, ProofPlus ID scanning and TransScan digital check imaging offer an unparalleled ability to reduce retailer liability, risk and losses due to fraud.

Collection, use and sale of personally identifiable information is subject to various laws. Anyone intending to use an ID scanner should check and comply with applicable laws.

¹ Along with collecting the ID, the store should also follow its standard procedures for ID verification and authentication.

² 2002 ACH e-Check Statistics, pub. April 2003.