



# HFS Hot Vendor: Solink Corporation

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# Introduction

The HFS Hot Vendors are an exclusive group of emerging players, each with a differentiated value proposition for the HFS OneOffice or HFS OneEcosystem. HFS analysts speak with numerous exciting startups and emerging players.

We designate a select group as HFS Hot Vendors based on their offerings' distinctiveness, ecosystem robustness, client impact, financial position, and the impact in our OneOffice and/or OneEcosystem Frameworks. The HFS Hot Vendors may not (at the time of writing) have the scale and size to be featured in our Top 10 reports, but they have the vision and strategy to impact and disrupt the market.

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Solink Corporation is a subscription-based security solution for video recording, loss prevention, and investigation platform based in Ottawa, Canada. The mission of this cloud-based platform is to change the way businesses manage video, security, and data by proactively identifying fraud and improving loss prevention and operations. Customers access the platform via a simple yet comprehensive application on a mobile device or desktop computer.

Solink unites its clients' point-of-sale (POS) data with existing video footage to produce analysis and give a contextual snapshot of activity, revenue, and compliance for all locations, all on one dashboard.

In November 2017, Solink Corporation secured a \$5 million funding round led by Generation Ventures. ScaleUp Ventures, BDC IT Venture Fund, and Valor Equity Partners also participated.

### HFS' take

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Most enterprises are struggling with the frustration of having so much data and not knowing what to do with it. For companies with physical locations susceptible to theft and fraud, frustration is often exacerbated by heavily manual video surveillance processes that are not connected with other business operations data. Solink's Video Discovery application connects these disparate systems in an intelligent way that has a real impact on business operations. The Solink clients we spoke to were very impressed with the platform's ability to easily provide information at their fingertips. One client example highlighted how the Solink solution was able to link POS refund data to video footage, which showed a retail employee fraudulently processing returns when there was no customer present at the counter.

Identifying patterns like this allowed this retailer to recoup significant savings within a short time of implementing Solink. Clients also praised Solink for being a flexible and responsive partner that gets excited about new ideas coming from clients, which is a critical element for solution providers to be competitive.

At first glance, Solink is just a fraud and theft prevention tool that can help clients save money through loss and fraud prevention. But, HFS sees much broader applicability for this, in particular through the lens of our nimble, customer-centric OneOffice framework. One of the critical items for enterprises to do is break down silos that have prevented organizations from sharing data and information, thus impeding

their ability to align to the customer. We believe that Solink provides an essential link between previously siloed data sources that can be used to better understand how employees function, find ways to help them work more efficiently, and improve training and alignment to customer experience. Solink is also implementing the change agents of smart analytics and AI through its machine learning capabilities that identify motion patterns in physical locations to generate insights that help clients better design the flow of their stores and branches.

While Solink's security element is its core value proposition (which is also a big part of the Digital OneOffice), the broader applicability to enterprise operations is compelling. As Solink evolves and continues to build out these differentiated use cases beyond fraud prevention, it may find itself a critical provider in the OneOffice ecosystem for retailers.

## Vendor factsheet

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- Founded in 2009, Solink is a Wesley Clover company headquartered in Ottawa, Ontario with regional representation worldwide
- Specialties: business intelligence, video analytics, cloud computing, loss prevention, fraud prevention, video management, smart technology, smart business, connected business, business insights, operations, compliance, exception-based reporting, auditing, retail security, and financial institutions
- Management: Michael Matta, Co-founder and CEO; Cory Michalyshyn, CFO
- Solink secured financial backing from US venture capital firm Generation Ventures, ScaleUp Ventures, BDC Capital's IT Venture Fund, Valor Equity Partners, and Wesley Clover International.
- Company size: 50+ employees
- Client portfolio includes Global Brands Group, A&W Restaurants, Cold Stone Creamery, Axcress Financial, Church's Chicken, Tim Hortons, New York Fries, Chicago Scoops, and Rocky Mountain Chocolate Factories
- Solink does not require proprietary hardware (e.g., DVRs), and is a pure SaaS model requiring no capital investment

## Solution portfolio

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### Services

- Video: Solink can align any data point from a connected system on site directly to the video. Point-of-sale transactions, employee logins, drive-thru sensors, inventory scanners, door key codes—all the data can give a full picture when linked with video in sync on the Solink dashboard
- Exception-based reporting: Solink's exception-based reporting finds loss and fraud risk events hiding within large volumes of data and footage
- Case management: This is an added feature for the clients with larger teams, who need to know they've got reliable and auditable notes and files
- Auditing: Solink is completely mobile and works on any device type. It records both audio and video footage at locations. It means that it can be anywhere in the world and execute visual and auditory audit activities paired with transactions and data

## Industry coverage

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- Retail
- Retail banking
- Restaurants

## Partnerships

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In May 2018, Toast, the fastest-growing restaurant technology platform in the US, partnered with Solink to provide deep insight into restaurants' security and operations. Toast transactions will synchronize with users' existing video camera systems, instantly aligning data with video in real-time through Solink's user-friendly mobile app.



# About HFS

## Insight. Inspiration. Impact.

HFS is a unique analyst organization that combines deep visionary expertise with rapid demand side analysis of the Global 2000. Its outlook for the future is admired across the global technology and business operations industries.

Its analysts are respected for their no-nonsense insights based on demand side data and engagements with industry practitioners.

HFS Research introduced the world to terms such as “RPA” (Robotic Process Automation) in 2012 and more recently, the HFS OneOffice™. The HFS mission is to provide visionary insight into the major innovations impacting business operations such as Automation, Artificial Intelligence, Blockchain, Internet of Things, Digital Business Models and Smart Analytics.

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