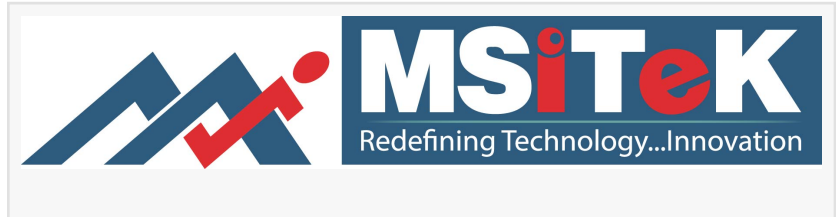


# MSITEK Powers Next-Gen Retail Innovation at S.Market by SAP and Compass with AllGoVision's AI Surveillance Technology

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/EINPresswire.com/ -- In a major leap forward for intelligent retail, [MSITEK](#), a global SAP partner and digital transformation consulting firm, has successfully integrated [AllGoVision's](#)

advanced AI-based video analytics into the newly launched S.Market by SAP and Compass, a fully automated and sustainable micro-market concept co-developed by SAP and Compass Group.



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Retail innovation today does not stop at automation. It begins with intelligence”

*Ashoo Tuli, CEO MSITEK*

As the official technology integration partner, MSITEK plays a pivotal role in embedding real-time surveillance, behavior analytics, and operational intelligence into the fabric of S.Market. By bringing together SAP's enterprise backbone, Compass's operational strength, and AllGoVision's video intelligence capabilities, MSITEK ensures that this futuristic retail experience is not only

frictionless but also secure, insight-driven, and ready for scale.

## Rethinking Retail: From Transactions to Intelligence

The global retail industry is rapidly evolving, and the demands of the modern customer extend far beyond convenience and automation. Safety, visibility, data-driven personalization, and operational efficiency have become essential expectations.

S.Market, located within the new SAP Labs India Innovation Park in Bengaluru, is designed as a live innovation hub where SAP customers and partners can co-create, test, and validate the next generation of retail technologies. The store features a 24/7 just-walk-out format, modular architecture, and seamless digital integration across every touchpoint, from self-service payments to intelligent shelving and AI-powered surveillance. The shopping experience will be available for SAP employees, and the store will simultaneously be available for customer tours and demos.

In this environment, real-time video intelligence becomes a foundational layer that enables safer spaces, reduces shrinkage, optimizes layouts, and generates actionable insights on consumer

behavior. That is where MSITEK's expertise comes into play.

## MSITEK: Bridging Enterprise IT and Intelligent Retail

Founded in 2014 and headquartered in Princeton, New Jersey, MSITEK is a trusted SAP Partner with deep expertise in enterprise-grade digital transformation. The company has successfully delivered RISE with SAP programs, cloud migrations, ERP modernizations, and innovation rollouts for small, mid-sized, and large enterprises across North America, Europe, and India.

For S.Market, MSITEK was entrusted with one of the most complex aspects of modern retail enablement: integrating AllGoVision's AI-powered video surveillance system with the broader SAP and partner ecosystem.



This integration enables:

- Smart incident detection through real-time analytics
- Automated alerts for unusual activities or crowding
- Footfall tracking to inform space planning and marketing
- Heat maps and dwell time analysis for merchandising insights
- Compliance monitoring to ensure operational standards

Through seamless API connectivity and cloud orchestration, MSITEK integrated AllGoVision's deep-learning capabilities into S.Market's digital architecture, creating a secure, automated, and insight-rich shopping experience.

## About AllGoVision: AI at the Edge of Surveillance

Founded in 2009 and headquartered in Bangalore, India, AllGoVision Technologies is a pioneer in intelligent video analytics. Its AI-based software supports over 50 advanced features, including intrusion detection, object classification, facial recognition, license plate reading, and queue management.

With deployments across smart cities, airports, infrastructure, and enterprise campuses, AllGoVision is recognized for its scalability, high accuracy, and ability to operate on both edge devices and cloud infrastructure.

For the S.Market project, AllGoVision's technology was tailored to the micro-market format to

balance advanced security functions with customer privacy, real-time processing, and intelligent alert systems. The result is a retail space that is as safe as it is smart.

#### A Strategic Match: Why MSITEK Chose AllGoVision

“Retail innovation today does not stop at automation. It begins with intelligence,” says Ashoo Tuli, Co-Founder and Chief Executive Officer (CEO) of MSITEK. “We partnered with AllGoVision because their AI capabilities go far beyond surveillance. They transform cameras into decision engines. When embedded within S.Market, these insights empower retail operators to act faster, optimize smarter, and create safer environments for customers.”

The partnership between MSITEK and AllGoVision represents more than technical compatibility. It reflects a shared vision for secure, data-enabled, and digitally native retail spaces.

#### MSITEK: The Broader Transformation Partner

Beyond retail innovation, MSITEK offers a comprehensive suite of SAP-centered solutions, including:

- SAP S/4HANA Migrations, Implementations, and RISE with SAP

Helping enterprises modernize their ERP environments for speed, agility, and scalability through cloud-enabled transformation programs.

- SuccessFactors and HR Technology Solutions

Supporting end-to-end talent transformation with cloud-based human capital management.

- SAP Public Cloud, Business Technology Platform (BTP), and Business AI

Driving innovation and intelligent automation through rapid application development, process integration, data unification, and AI-powered insights.

- Business Intelligence and Enterprise Mobility

Enabling real-time analytics and mobile-first enterprise applications.

- Learning, Enablement, and Change Management

As a Global Learning, Enablement, and Change Management SAP Learning Partner, MSITEK equips organizations with the skills, resources, and adoption strategies needed to maximize the value of SAP investments.

From digital storefronts to core ERP transformations, MSITEK’s approach is rooted in value-driven consulting, seamless implementation, and ongoing enablement support.

#### The Future of Smart Micro-Markets

As consumer expectations continue to rise and technology cycles shorten, micro-markets like S.Market will help define the future of retail — compact, contextual, and continuously learning. With SAP and Compass providing the platform and vision, MSITEK ensures that the intelligence powering the experience is as robust and scalable as the store itself.

Whether it is integrating AI surveillance, enabling real-time analytics, or connecting with cloud-native enterprise systems, MSITEK remains committed to delivering intelligent transformation

across industries.

For more information contact :

Sheelam Maurya  
sheelam.maurya@msitekus.com

Kishor Borade  
MSITEK  
+1 732-284-3781  
kishor.borade@msitekus.com

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