An Irish company uses artificial intelligence to help monitor self-checkout transactions.

**Self-checkout** has proven to be beneficial for retailers looking to cut labor costs and customer wait times. Unfortunately, it also can mean ballooning losses from goods that go out the door without someone paying for them. It may be a shopper didn’t notice that an item failed to scan. It may be a shoplifter knows that slight-of-hand can make it appear an item was scanned that wasn’t. Either way, it adds up. The National Retail Federation says globally the loss hit USD61.7 billion in 2019, up from USD50.6 billion the year before.

Enter a Cork, Ireland, company with a growing presence in Miami. Founded in 2007 by Irish entrepreneur Alan O’Herlihy, Everseen’s artificial-intelligence, computer-vision technology is used by six of the world’s 10 largest grocery chains to monitor self-checkout transactions, call out missed scans and fraud, and criminologist Read Hayes, director of the outside Loss Prevention Research Council. "What we’re trying to do is tap the brain at the molecular level to understand the nervous system, its ability to produce thought, language, memory, emotion and action — and to discern why things go awry. It’s brought in USD65 million in funding from the National Institutes of Health, and its researchers have been published in 164 high-profile scientific journals."

Company founder Alan O’Herlihy says Everseen is the major loss prevention provider in the self-checkout field. (Everseen is a council member.) "The familiar reason to choose South Florida — proximity to Latin America — played a role in Everseen’s decision to locate in the Sunshine State, but Alex Siskos, vice president of strategy and growth initiatives, says the company saw additional advantages: 

- People are fatigued with California. The time difference from Ireland and Everseen’s other European offices was eight to 10 hours compared to five and seven hours with Miami.
- Miami is an easier flight for customers and Everseen employees coming from within the U.S. and Europe.
- Everseen has found companies in Miami and Orlando to partner with. In August, it and Spain-based Prosegur, a major global security company that has a presence near Fort Lauderdale, announced a partnership on checkout, parking lot and supply-chain security.
- "It’s just not having a hub in Miami," says Vice President of Marketing Josh Osmon, "but it’s also broadening out into the business community to find partnerships."
- Florida also has resources. There is University of Florida research and research by the outside Loss Prevention Research Council. UF is also home to the nation’s most powerful university-owned supercomputer and a robust A.I. initiative. That’s a draw for an A.I. company like Everseen, which absorbs 175 years worth of video a day covering 15 million customer transactions.
- Prosegur partnered with Everseen.
- Visiting executives can see Everseen’s tech work in mockups of store aisles and checkout stations at a “customer immersion” center in Miami.

**Why Florida?**

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Technology Fast 50 of Ireland’s fastest-growing tech companies with 2,879% revenue growth in four years. Everseen is rolling out in Kroger’s 2,700 stores nationally. It was a supplier for several years to Walmart; in August, it settled a lawsuit it brought against Walmart accusing the retailer of misappropriating Everseen technology. Terms weren’t disclosed.

Reducing loss made Everseen’s name because the savings number is “irrefutable,” says Alex Siskos, Everseen vice president of strategy and growth initiatives. The company leverages that success to move into backroom operations receiving and distribution centers. It sees opportunity in supply chain, manufacturing and quick-service restaurants.

To advance growth, Everseen opened an office in Miami in 2020. The company’s head of artificial intelligence relocated from Serbia with part of his team. This year, Everseen expanded with a “customer immersion experience” in a former photography studio near trendy Wynwood close to downtown Miami. Visiting executives can see the tech work in mockups of store aisles and checkout stations.

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