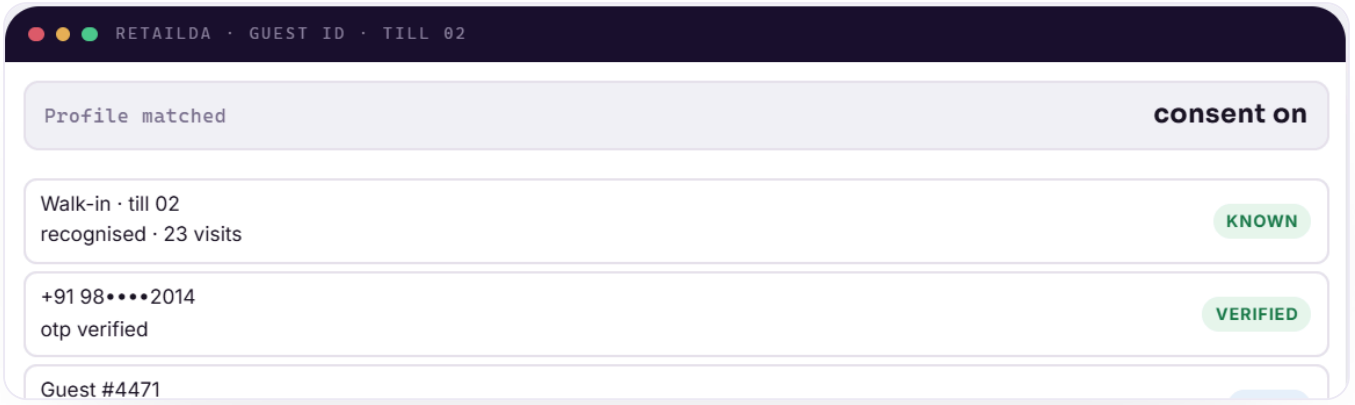
PRODUCT DATASHEET · OMNICHANNEL & LOYALTY

Guest Identity

Authenticator login or frictionless guest checkout.

Recognise customers without forcing accounts: authenticator-based login when they want identity, one-tap guest checkout when they don't — both resolving to one customer record.



97
terminals live on one deployment

5 yrs
production on the original build

Air-gap
proven at defence sites

₹20L
lost in 48h — none since

WHAT IT CHANGES ON THE FLOOR

Authenticator login
TOTP/passkey sign-in for accounts that want security.

Frictionless guest
Checkout without an account, still attached to history.

Single record
Guest and account activity resolve to one customer record.

Privacy-scoped
Identity data governed by the same access controls.

360° contact card
Orders, tickets, email opens and store visits on one record.

In production since 2021 — retail, defence, education, manufacturing & hospitality

AVAILABILITY

From the Growth plan

RUNS ON

Any device · offline-first · your infrastructure or ours

COMPLETE CAPABILITY SET — 11 FEATURES

- ✓ Authenticator/TOTP sign-in
- ✓ Guest & account activity merge to one record
- ✓ Login-attempt limits
- ✓ Session management
- ✓ 360° contact card — orders, tickets, email opens and store visits on one record
- ✓ Segment tags from purchase behaviour — VIP, lapsing, first-timer
- ✓ Frictionless guest checkout
- ✓ Privacy-scoped identity data
- ✓ OTP & social options
- ✓ Consent capture
- ✓ Merge-resolution — guest checkouts reconcile into the account when it appears

BUILT FOR

Retail · Restaurants · Hotels

THE ECONOMICS

	RETAILDA™	PER-SEAT SAAS PATTERN
Pricing unit	Per site — staff accounts unlimited	Per user — every hire compounds the bill
Modules	Toggle on what you need, priced like apps	Per-module add-ons stacked on per-seat tiers
Connectivity	Runs fully offline — forever, if you want	No link, no sale
Data	One database per client — export anytime	Multi-tenant pool, export rituals

How Guest Identity compares

Verified against current competitor pricing and feature documentation — retailda.com/compare#guest-identity

ALTERNATIVE	WHERE RETAILDA™ WINS
Auth0-class CIAM	Guest-and-account flows tuned for retail — identity serves conversion, not compliance theatre.
Social-login widgets	Role and consent-scoped identity wired to the CRM, not a bolt-on form.

DEPLOYMENT MODELS

MODEL	WHAT IT MEANS
Shared cloud	Fastest start — provisioned, patched and monitored for you. Per-site pricing, unlimited staff.
Private cloud	Your own isolated instance — one client, one database. No multi-tenant pooling.
TolsTek Host	On-premise enterprise server — ECC memory, power-loss-protected NVMe, hardware RAID. Also runs the local AI daemons.
Air-gapped	Zero external calls, permanently — proven at defence installations where isolation is mandatory.

WORKS WITH — the platform fabric

UPI & QR · EMV terminals · ESC/POS & thermal · LoRaWAN · Zigbee · MAVLink · MCP agents · ONDC (testing) · WhatsApp Business · Excel/CSV · CloudPRNT · OTAs via channel pipeline

RUNS WITH

Branded Apps · Multivendor Management · Self-Service Kiosk · Loyalty & Rewards · Scheduling & Appointments

Deployment & rollout

What a Guest Identity deployment actually looks like — bring this page to whoever signs off.

ROLLOUT

01 **Sandbox first**
Your catalogue, opening stock and flows run in a sandbox before anything touches production.

02 **Guided migration**
Bulk import of items, barcodes, suppliers and opening stock — Excel/CSV in one pass.

03 **Pilot site**
One counter or one site goes live first — measured against your old process, not promises.

04 **Staged rollout**
Remaining sites switch over on your schedule — staged, sandbox-first cutover.

COMMERCIAL MODEL

Pricing	From the Growth plan — priced per site, never per user. Staff accounts are unlimited.
Ownership	Your data, your keys, your export — leave with everything. No data lock-in.
Support	Real engineers, ticket-based. Feature unlocks are toggles, not projects.

From the Growth plan
Sign up today — retailda.com/signup · no card required to start

Talk to an engineer

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WHATSAPP: +91 - 94751 16711

RetailDA