

Application: 7614

## Shalini Katyayani Koney's Redefining Checkout Through Real-Time Intelligence

### **Page: General Information**

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

### **Name of Organization/Company**

Walmart

### **Additional Contacts**

I do not wish to list additional contacts

### **Page: Entry Information**

#### **Entry Title**

Shalini Katyayani Koney's Redefining Checkout Through Real-Time Intelligence

#### **Category**

H04. Technology Breakthrough of the Year - Business Technology

#### **Technology Breakthrough of the Year Submission Format**

Written Answers

**a. Briefly describe the organization that achieved the nominated technology breakthrough: its history and past performance (up to 200 words). Required**

Walmart, the world's largest retailer, has built its reputation on delivering low prices, operational efficiency, and continuous innovation. With over 6,000 stores in the U.S. alone and millions of customers served daily, Walmart has transformed the retail landscape through scale and technology. Over the decades, the company has consistently led in adopting digital strategies from advanced logistics and inventory systems to pioneering self-checkout experiences.

Walmart's history is marked by its ability to adapt and evolve. From physical stores to e-commerce and now mobile-first in-store innovations, Walmart continually raises the bar in customer service and operational performance. Its deep investments in engineering and AI/ML solutions reflect its commitment to making shopping smarter, faster, and more intuitive.

In recent years, Walmart has emerged as a retail technology powerhouse, delivering integrated systems that improve customer experience while reducing costs. One standout achievement includes enhancing associate and customer interactions through real-time, mobile-enabled platforms that streamline the checkout process.

Shalini Katyayani Koney has played a pivotal role in this transformation. Her leadership in launching the Me@Checkout experience and developing the Station Signal Routing (SSR) system directly contributed to faster checkouts, reduced fraud, and improved store efficiency solidifying Walmart's status as a technology-driven innovator.

**b. Outline the nominated technology breakthrough. Be sure to describe it in terms that someone with limited knowledge of the technology can understand and appreciate (up to 250 words). Required**

Revolutionizing Checkout with Me@Checkout and Station Signal Routing (SSR)

Shalini Katyayani Koney led a game-changing initiative at Walmart to transform how customers experience checkout at over 6,000 stores. The breakthrough centered around a mobile app called Me@Checkout, designed for store associates to help customers more efficiently during self-checkout. Associates use this app to fix pricing issues, assist at kiosks, and respond to alerts all in real time.

Behind this smooth experience is the core innovation Station Signal Routing (SSR), an intelligent messaging backbone engineered by Shalini. SSR enables instant communication between devices like kiosks and associated mobile phones, ensuring that assistance is available within milliseconds. It's like giving every checkout lane a live support system that responds instantly.

This system was not just fast, it was incredibly scalable. Shalini's team built SSR to handle millions of messages daily, cutting transaction times by 75%, fraud by 33%, and checkout time by 50%. It also led to a 55% increase in users and an additional \$10 million in revenue annually.

What makes this innovation stand out is how seamlessly it integrates with daily retail operations while delivering real-time intelligence. Shalini's leadership ensured that this technology was not only advanced but practical, making checkout faster, stores smarter, and customers happier.

This solution exemplifies how a simple, responsive system can deliver a massive impact at scale proving to be a true technology breakthrough in modern retail.

**c. Explain why the technology breakthrough you have highlighted is unique or significant (up to 250 words). Required**

Setting a New Standard in Real-Time Retail Communication

The technology breakthrough led by Shalini Katyayani Koney Station Signal Routing (SSR) is significant because it solves a challenge that few large-scale retailers have mastered: real-time, reliable communication across thousands of locations. Traditional checkout systems often experience delays and inefficiencies due to communication lags. SSR redefined this experience by enabling sub-50ms latency messaging between kiosks and associate devices, allowing for near-instant customer support.

What makes it unique is scale and speed. SSR supports millions of messages daily across 6,000+ stores, managing high volumes without compromising performance. This level of instant responsiveness is rarely achieved in retail environments of this magnitude.

Key Metrics of Significance:

75% faster transaction times

100% boost in processing capacity

50% reduction in checkout time

33% fewer fraud-related transactions

55% growth in user base

\$10 million in new annual revenue

Compared to Industry Standards:

While many competitors rely on external vendors for similar tools, Shalini engineered a custom solution in-house, aligned with Walmart's infrastructure, and oversaw its deployment end-to-end. Few leaders combine technical depth, architectural vision, and operational execution at this scale.

Conclusion: A Blueprint for Scalable Retail Tech

This breakthrough has not only optimized Walmart's checkout process but has set a new benchmark for retail innovation, a solution both deeply technical and universally impactful. Shalini's achievement exemplifies the fusion of visionary engineering and measurable business success.

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

Validating Innovation Through Industry Recognition

Shalini Katayani Koney's work on the Me@Checkout platform and the underlying Station Signal Routing (SSR) system is not only internally transformational but has also drawn notable external validation. Independent media coverage affirms both the innovation and its large-scale retail impact.

In the article "Walmart Self-Checkout 2025" published by Kiosk Industry, Walmart's evolving self-checkout strategy is presented as a forward-thinking approach to meet modern retail demands. This piece specifically highlights how Walmart is investing in associate-driven mobile technology to enhance customer experience directly aligning with the purpose of Me@Checkout. It underscores the value of real-time support in reducing customer wait times, validating Shalini's SSR backbone that enables sub-50ms messaging.

Similarly, the feature from OliverPOS, titled "Why Walmart Changed Its Self-Checkout Strategy", discusses Walmart's shift toward integrating intelligent associate tools and redesigning the in-store experience. It reinforces the importance of enhanced operational efficiency and fraud reduction mirroring the outcomes of SSR's 75% faster transactions, 33% reduction in fraud, and 50% faster checkouts.

These articles confirm that Shalini's work is both technically innovative and industry-aligned. They demonstrate how her internal solutions are not isolated improvements, but critical parts of a broader retail transformation acknowledged by external analysts and media.

Together, this alignment between breakthrough engineering and public recognition strengthens the credibility and significance of Shalini's contributions to Walmart's technology evolution.

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**Supporting Document**

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