

## **MEDIA RELEASE**

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### **ADT Security enhances store intelligence with new retail analytics suite**

ADT Security has introduced a new suite of analytical solutions that will enable retailers to understand more about customer behaviour than ever before imagined.

Capable of capturing visitor trend data such as traffic numbers, pedestrian direction, average time of stay and even demography, the powerful new suite allows retailers to quickly spot trends, patterns and abnormalities so they can identify security issues and allocate resources accordingly.

The release comes at a time when many retailers are seeking new ways of leveraging existing infrastructure to improve operational efficiencies. Through the integration of powerful analytical solutions with security systems such as CCTV and video surveillance, retailers are better able to control shrink and increase profitability.

“The slowing economy has forced some retailers to reduce staff levels while facing the reality of rising shrink,” said Mark Norton, Managing Director, ADT Security Australia and New Zealand. “As many leading retailers realise, the integration of store intelligence technologies with existing assets enables them to work smarter, not harder, in minimising shrink and maximising profits.”

Improved in-store marketing is another benefit of the new analytics suite. Using discretely-positioned video sensors and advanced facial detection and tracking technology, it is now possible to analyse, classify and count customer faces automatically. Importantly this demographic information is obtained and analysed in real-time to respect customer privacy.

“Successful retailers are always trying to learn as much about their customers as they can. Where are they? What are they doing? How long are they doing it? Using this information, they are then better able to structure messages and place product and promotional items in areas receptive to their target market,” said Norton.

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## **ABOUT ADT SECURITY**

With more than a century's worth of experience and providing electronic security solutions to more than seven million residential, commercial and retail customers worldwide, ADT Security is the world's largest electronic security company. ADT Security's products include alarm systems and integrated security applications that link access control, CCTV, electronic article surveillance and source tagging systems. [www.adtsecurity.com.au](http://www.adtsecurity.com.au)

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## **ABOUT TYCO FIRE AND SECURITY**

Tyco Fire & Security, a major business segment of Tyco International Ltd., provides electronic security and fire protection solutions in more than 100 countries. With \$11 billion in annual sales and 90,000 employees, its products and services are used to safeguard firefighters, prevent fires, deter thieves and protect people and property. In Australia and New Zealand, Tyco Fire & Security employs more than 5,000 people, supplying products and services to leading businesses and households under the well-known brands of Wormald and ADT. For further information about our products and services please visit us at [www.tycofireandsecurity.com](http://www.tycofireandsecurity.com)