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LOSS PREVENTION | ELECTRONIC ARTICLE SURVEILLANCE | SOURCE TAGGING | RFID | ALARM MONITORING | CCTV | ACCESS CONTROL | STORE ANALYTICS | VISUAL SURVEILLANCE

RETAIL SOLUTIONS



ADT Store Performance Analytics

ADT Always There®



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A Tyco International Company

ADT Store Performance Solutions

Discover:

- Where customers go in the store
- Typical paths they take
- How long they dwell in certain areas

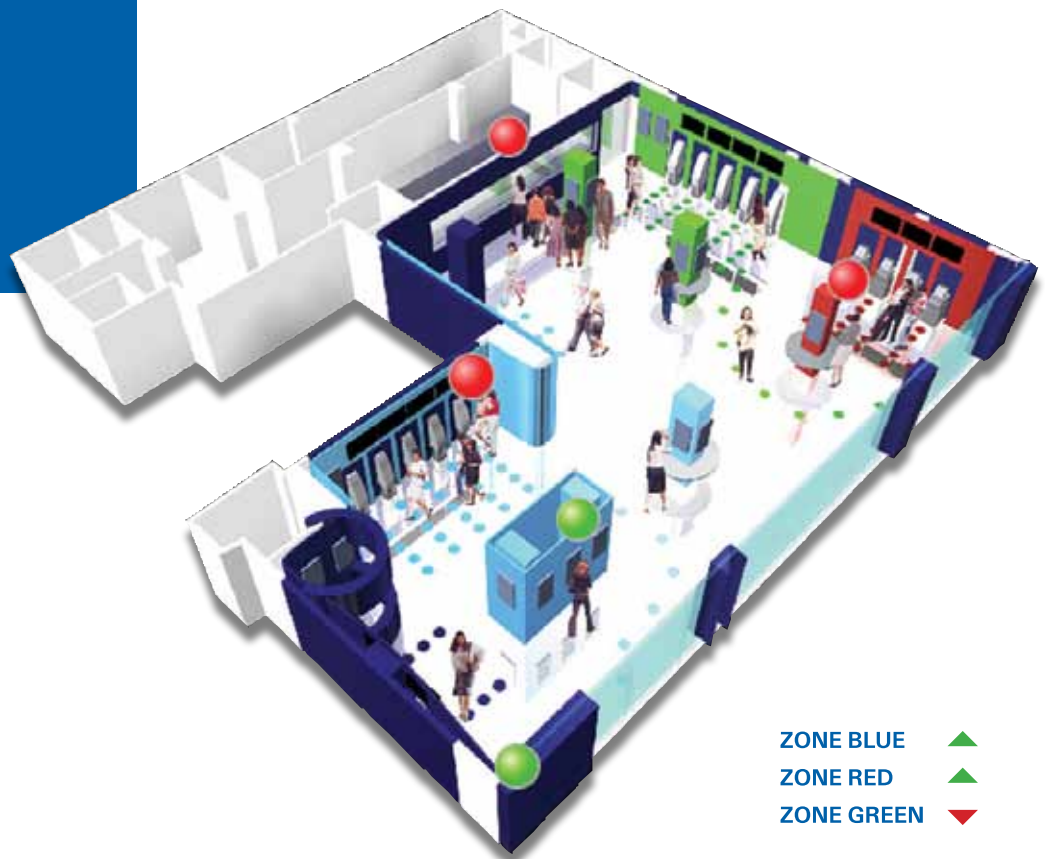
Intelligent solutions for smart retailers

With the economic crisis putting the squeeze on consumer spending, more retailers are turning to Store Analytics Software for advanced customer counting and customer behaviour tracking technologies to learn what works best to attract, engage and convert their target customers.

Retailers want to move from what they think is happening to what is really happening in their stores. Everybody knows how many people buy; point of sales data tells you that. But how many people almost buy? How many walk in, look and then walk out? How many look in the window but do not enter? How is your marketing campaign tracking?

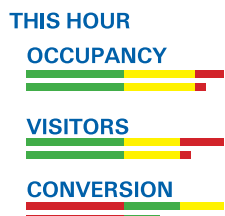
Our range of market-leading retail intelligence packages provide bricks and mortar retailers with solutions to continuously measure traffic patterns, shopper engagement, customer behaviour, demographics and store performance.

We specialise in integrating fully customised retail intelligence and security solutions to meet the needs and resources of retailers of all sizes. In short, we understand that one size does not fit all.



Visitor Trends

VISITORS 1.4% ▲
 SALES 8.6% ▲



ZONE BLUE ▲
 ZONE RED ▲
 ZONE GREEN ▼

Customer Interaction

Are your products engaging?
How do you know?

Accuracy of Intelliview:

- Viewer counting:
≥90%
- Gender classification:
≥90%
- Age group classification:
≥85%*

*Vizualize Ltd. 2008

If you want to connect to consumers today, you need to know as much about them as you can. Where are they? What are they doing? How are they doing it? Once you know, you can structure your messages in such a way as to appeal directly to them. We have the tools that will let you do just that.

Our Product Interaction Software is an advanced audience measurement solution designed for retailers, digital signage operators and others. It can automatically qualify audience impressions and product engagement levels in real-time. Suitable for digital media, products, point-of-purchase and window displays, our Product Interaction Software helps determine the number of true viewers from those that had the opportunity to see.

2D or 3D cameras will help you determine:

- ✓ What direction shoppers approach the shelf from
- ✓ How long it takes to select the first product
- ✓ Where the hot and cold spots are on the shelf
- ✓ What the order of selection was

Intelliview features:

Uses advanced facial detection and tracking technology

Uses discretely positioned sensors while respecting the privacy of the consumer

Analyses, classifies and counts viewers' faces automatically

No video footage is recorded; it is analysed in real time



Customer Numbers

Intellicount is a counting system that calculates the number of people passing through doorways, passageways or in open areas (including outdoors) and combines these counts to provide trends in traffic counts, occupancy and flow.

Intellicount provides robust data on numbers and movements of freely circulating people within buildings and around unrestricted areas. It obtains traffic numbers, occupancy, pedestrian direction and average time of stay at selected locations on a real-time basis.

- ✓ Simple to install and use
- ✓ Units can be installed on wide doorways and corridors
- ✓ Industry leading accuracy of 95%
- ✓ Use your existing IP or analogue cameras
- ✓ Store and stream video
- ✓ Months of data storage
- ✓ Standalone or scalable
- ✓ System automatically adjusts to environmental changes such as lighting and passing shadows



Customer Behaviour Monitoring

Wouldn't it be great to be able to track your customer's behaviour so that you could develop retail strategies to improve your business and revenue?

ADT Security's Intellitrac provides the ability to track a customer's complete experience, automatically monitoring their behaviour from entry to exit. Our end-to-end solutions track customer interaction times with products, store windows and point-of-purchase displays to measure their effectiveness in enticing shoppers into the store.

Shopper numbers, dwell points and engagement can be measured to access the success of sales and marketing campaigns; in-store, by district, region or by country.

- ✓ Monitor every customer touch-point in the store and determine what products, categories or media engage shoppers and how that impacts conversion ratios
- ✓ Understand where shoppers go in the store, including typical paths shoppers take and identify what is hot and what is not
- ✓ Compare product and category performance based on interaction and track in-store advertising and point-of-purchase impact
- ✓ Monitor the shopper paths through the whole store or specific zones, measure shopper engagement of a single product or an entire category
- ✓ Appraise service levels and wait times

Customer Trends

VisitorTrends instantly transforms your data into interactive charts and maps that allows you to quickly spot trends, patterns and abnormalities.

With VisitorTrends you can observe and analyse historical trends in your business and establish a baseline for performance. Once these are set, VisitorTrends allows you to manage the business and track customer trends such as hot and cold spots in the store, where customers are lingering the longest and how point-of-sale displays are working.

Using the interactive dashboards and customisable alerts in VisitorTrends, you can recognise instantly when a unanticipated customer behaviour occurs and quickly drill down into the data to discover the underlying cause and devise corrective action.

How it works

1. Identify the business metrics that you require to drive continuous performance improvement
2. Gather data from your people counting system and other business systems
3. Observe and analyse historical trends in your performance
4. Based on historical performance trends, establish a baseline
5. Create indicators, build dashboards and set alerts for notifications
6. Use VisitorTrends to monitor performance and drill down into the data to identify activities and take corrective action

- Real-time collection of visitor trend data
- Data integration with other ADT Store Performance Analytic programs
- Analyse visitor trend and business data
- Interactive dashboards and printable reports
- Email alerts





Did you know?
ADT Security solutions are used by 80% of the world's top 100 retailers and most of the world's Fortune 500 companies.

Why choose ADT?

ADT Security has been chosen by many of the world's leading retailers to help safeguard their people, property and possessions.

With retail security specialists located right across Australia they can help ensure you receive personalised customer service, and your security solution can be configured quickly with local expertise.

ADT Security offers a range of sophisticated, world-leading security solutions to retailers, including: Smart Electronic Article Surveillance (EAS), Global and Localised Source Tagging, Point of Sale Monitoring and CCTV, Intruder Alarms and Monitoring, Retail Intelligence, People Counting, Access Control and an RFID Portfolio.

Call us for more information on any of ADT Security's Store Performance Analytics Portfolio.

For Customers in NSW/VIC/ACT/TAS call 02 9947 7043

For Customers in QLD/NT call 07 3498 6974

For Customers in SA/WA call 08 9479 2839

Or visit www.adtsecurity.com.au/retail

