Real Time In-store Analytics with RetailNext

More than one hundred retailers use RetailNext™ to improve their bottom lines by increasing sales, reducing theft, cutting costs, and creating a better shopping experience. By replacing multiple point solutions with a single, integrated in-store analytics platform, RetailNext customers save capital expenditure costs and reduce their maintenance overhead for systems in their stores.

The leader in real-time in-store analytics, RetailNext enables retailers, shopping centers, and manufacturers to collect, analyze, and visualize in-store data. The company uses best-in-class video analytics, Wi-Fi and Bluetooth detection, point-of-sale systems, and other sources to automatically inform retailers about how shoppers engage with their stores, providing retailers with the insights needed to grow same-store sales by 20% or more. RetailNext measures the behavior of more than 800 million shoppers per year by collecting data from more than 65,000 sensors in stores. It captures and analyzes trillions of data points.

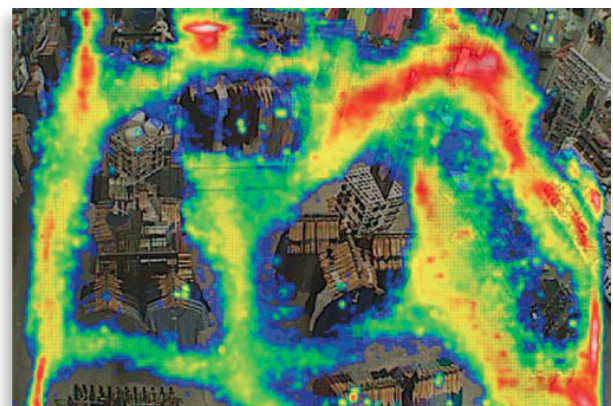**800 MILLION SHOPPERS ANALYZED**   **65 THOUSAND SENSORS**   **TRILLIONS OF DATA POINTS ANALYZED**

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HOW IT WORKS

RetailNext gathers and correlates a broad set of information from the most diverse available data sources inside your store. It presents this information in your choice of useful formats to directly enable you to discover and implement opportunities to improve your stores' profitability.

Any number of employees can access measured results through a variety of interfaces, including a best-of- breed web dashboard, customizable scheduled reports, the RetailNext mobile application, database file outputs, and real-time alerts. RetailNext makes it possible to answer the critical questions that drive your business success:

Gain a new view on store layouts with customer traffic heat maps.

> Are shoppers engaged?
> What are my shoppers' demographics?
> Are my offers working?
> Which messages sell best?
> What is my optimal store layout?

> What percentage of passersby came into my stores?
> Which fixtures and furniture are most effective?
> How do I set staff schedules to maximize sales?
> Does shopper behavior vary by store location?
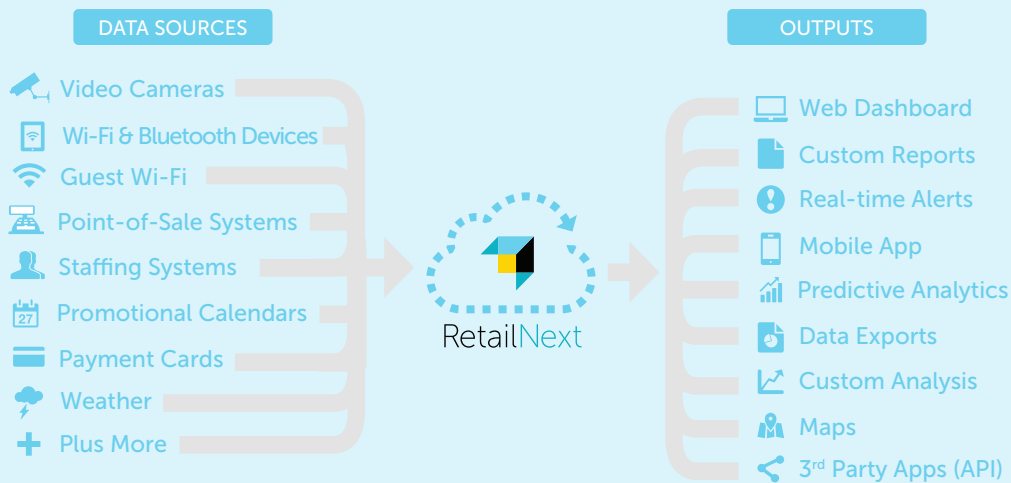
SUPPORTED INPUT SOURCES

RetailNext accepts the broadest variety of input sources, giving you the most comprehensive picture of shopper behavior inside your store. These are some potential input sources:

> Purpose-installed video cameras, in mono or stereo format

> Existing loss prevention video cameras, digital or analog

> Point-of-sale (POS) systems

> Mobile device sensors or existing Wi-Fi infrastructure

> Staffing software

> Exclusionary tags for employee identification

> Time-and-attendance systems

> External sources such as promotional calendars or weather reports

> Any source that can export data in standard format

OUTPUT FORMATS

RetailNext offers a broad variety of output options for viewing and sharing your data. The information can be accessed through on-demand interfaces or automated reports. These are some potential output sources:

> Flexible, robust web dashboard

> Customizable automatic reports sent directly to your inbox

> Heat maps of customer movement throughout the store

> Mobile application for iOS and Android devices

> Pre-defined alerts

> Enterprise APIs and scheduled data exports

> Professional services for data analysis

> Task management software

DATA SOURCES

- Video Cameras
- Wi-Fi & Bluetooth Devices
- Guest Wi-Fi
- Point-of-Sale Systems
- Staffing Systems
- Promotional Calendars
- Payment Cards
- Weather
- Plus More

RetailNext

OUTPUTS

- Web Dashboard
- Custom Reports
- Real-time Alerts
- Mobile App
- Predictive Analytics
- Data Exports
- Custom Analysis
- Maps
- 3rd Party Apps (API)

RetailNext accepts virtually any input source and presents store metrics in a variety of easily understood views and forms.

THE RETAILNEXT WEB INTERFACE

RetailNext comes with a versatile interface that you can access from your standard web browser. This analytics console lets you view key metrics to a very fine level of granularity, making the information you need easily available in the form that works best for you.

> View data by region or store by store.

> Choose from bar charts, pie charts, line graphs, tabular data, and more.

> Have access to a growing number of available metrics: traffic, engagement, and conversion by store or by area of store; sales; ShopperBase

(demographics, visits, loyalty, geographical origin, lifestyle, etc.); staffing; queue analytics; and more.

> Integrate store layouts and SKUs into results.

> Access timelines of video events by store or by camera.

> Instantly view video of selected events.

> Search on any criteria in the system, including advanced search and saved queries.

> Access data from anywhere with credential-based controls.

REPORTS

RetailNext has a robust reporting engine designed to give you the information you need in the form you want to see it in.

> Automatically generate reports distributed to the email addresses you specify.

> Schedule reports for daily, weekly, or monthly distribution.

> Specify content using virtually any metric in the system, including shopper traffic, transactions, returns, conversion, sales, and average transaction value (ATV).

> View results by store, region, or store type.

> Specify content using virtually any metric in the system including shopper traffic, transactions, returns, conversion, sales, and ATV.

> Show year-over-year results.

> Add automatic weather information for each store.

> Highlight poorly performing stores automatically.

> Export to a variety of file formats, including Excel and PDF.

> Have access to a user-friendly report editor for maximum flexibility and customization.

Customizable reports straight to your inbox.

ALERTS

> Receive real-time alerts for specified events.

> Define alerting conditions, including POS exceptions, traffic, and shoppers waiting in service areas.

> Send alerts to pagers, in-store messaging systems, and even smartphones.

> Integrate with third-party alerting applications.

COMPLETELY REPLACE THESE POINT SOLUTIONS:

TRAFFIC AND CONVERSION. RetailNext offers people-counting capability at doorways and potentially throughout the store. You can measure visitors by store or region for any time period you define, including cyclicality by day, week, and year. Furthermore, you can track customer movement inside the store, including dwell analytics about where they stop and automatically calculated conversion rates by store region.

WI-FI DEVICE DETECTION. RetailNext's shopper Mobile Device Detection module makes it possible for you to leverage the presence of smart phones in your retail environment to collect otherwise unavailable metrics such as visit length, time between visits, and percentage of passersby who come into your stores. And because this capability is part of an integrated in-store platform, you enjoy greater accuracy of results and the ability to directly combine these new metrics with other KPIs for more actionable insights.

DVR/NVR. RetailNext contains a full-featured loss prevention video recording system, meeting your full loss prevention needs in the same platform that provides in-store analytics. Instantly access live or recorded, watermarked video for any camera in the store from anywhere in the world.

POS EXCEPTION REPORTING. RetailNext ties into your point-of-sale (POS) system and provides the complete capabilities of a POS exception reporting system. You gain a comprehensive view of all POS transactions, sortable and searchable by time period, transaction type, amount, payment type, cashier, exception type, and much more. One-click access to basket information and video of that very transaction increases your productivity. Automatic, customizable exception reports sent directly to your inbox and alerts based on predefined criteria keep you in the know every step of the way.

HIGHLY FLEXIBLE TO FIT YOUR NEEDS

RetailNext can be configured to match the specific requirements of your situation and can be modified over time as your analytics needs grow. You choose the specific analytics types and input sources you need and add new capabilities at any time. The RetailNext platform is:

> Is scalable for any size enterprise, from five stores to five thousand.

> Compatible with all popular digital and analog cameras, commodity computing hardware platforms and WLAN existing infrastructure.

> Adaptable with all store sizes and form factors.

> Offered with a professional analytics team for deeper investigation into important business questions.

> Available with hosted and on-premise options.

RetailNext
Comprehensive In-Store Analytics

ABOUT RETAILNEXT >

RetailNext is the leader in Applied Big Data for brick-and-mortar retail, delivering real-time analytics that enables retailers, shopping centers, and manufacturers to collect, analyze, and visualize in-store data. The company's patented solution uses best-in-class video analytics, Wi-Fi detection, Bluetooth, data from point-of-sale systems, and other sources to automatically inform retailers about how customers engage with their stores. The highly scalable RetailNext platform easily integrates with promotional calendars, staffing systems, and even weather services, to analyze how internal and external factors impact customer shopping patterns and provide retailers the ability to identify opportunities for growth, execute changes, and measure success.

RetailNext measures the behavior of more than 800 million shoppers per year by collecting data from more than 65,000 sensors in retail stores and analyzing trillions of data points. Headquartered in San Jose, CA, RetailNext is a growing global brand operating in 33 countries.

For more information, visit www.retailnext.net

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f /RetailNext

🌐 www.RetailNext.net

Headquarters
60 S. Market Street, 10th Floor
San Jose, CA 95113

p: +1.408.884.2162
f: +1.408.298.8659

APAC Office
435 Orchard Road
11/F Wisma Atria
Singapore 238877

p: +65.6701.8218
f: +65.6701.8001