



Genetec
Retail Sense.™

Advanced consumer intelligence



Retail analytics for a new era

Every day, your security system is capturing valuable information that could transform your business. Genetec Retail Sense will turn your security system into a tool with the power to unlock consumer insights, improve staff performance, enhance the customer experience, and boost sales conversion rates.

Whether you're tackling queuing efficiency, display placement, staffing optimization, or pricing strategy, our technology will help you leverage the information you're already gathering to empower decision-making and improve the customer experience. The analytics captured by Retail Sense will be delivered in a user-friendly format that's easy to understand, interpret, and share. Your insights will be transferable to marketing, merchandising, and operations.

Through the information generated, Retail Sense will reveal the intelligence that can help you truly understand and transform your retail environment.

Make decisions based on clear insights

Today, retailers are flooded with information that's difficult to consume and impractical as an aid for decision-making. Often, businesses are forced to rely on an analyst to help pull together data from numerous disparate sources.

Successful retailers need to be able to see and understand a combination of commercial channel, supply-chain, and customer data. This is no small challenge, since that data now lives in many different places, including legacy systems and various platforms.

With Retail Sense, you'll be able to make the most of the information that matters. It will give you an overview of retail operations through a single pane of glass, which you can use to build a fuller picture of what's happening in your stores.

Bridge the bricks-and-mortar gap

Advanced analytics is no longer just for analysts. An omni-channel retailer will collect a wealth of data from its online shoppers, but most of its revenue is still likely to be generated in-store.

So why turn a blind eye to the shoppers responsible for the majority of your sales? With the self-service boom, non-analysts throughout retail organizations are becoming increasingly data-savvy.

Retail Sense allows you to be as intimate with your in-store customers as you are with your online customers.

Adapt to customer needs in real-time

Consumers are increasingly impatient, connected, and on the lookout for bargains. Most shoppers now have access to a constant stream of competitive online offers, so retailers need to cut through the noise by offering a superior customer experience.

More and more, smart businesses are investing in their in-store experience as a way of enticing shoppers in – and giving them a reason to stay a while.

Retail Sense makes real-time collaboration and communication between staff easy, so you can get the right people to the right places at the right time to make sure the customer has an experience they will enjoy – and come back for.

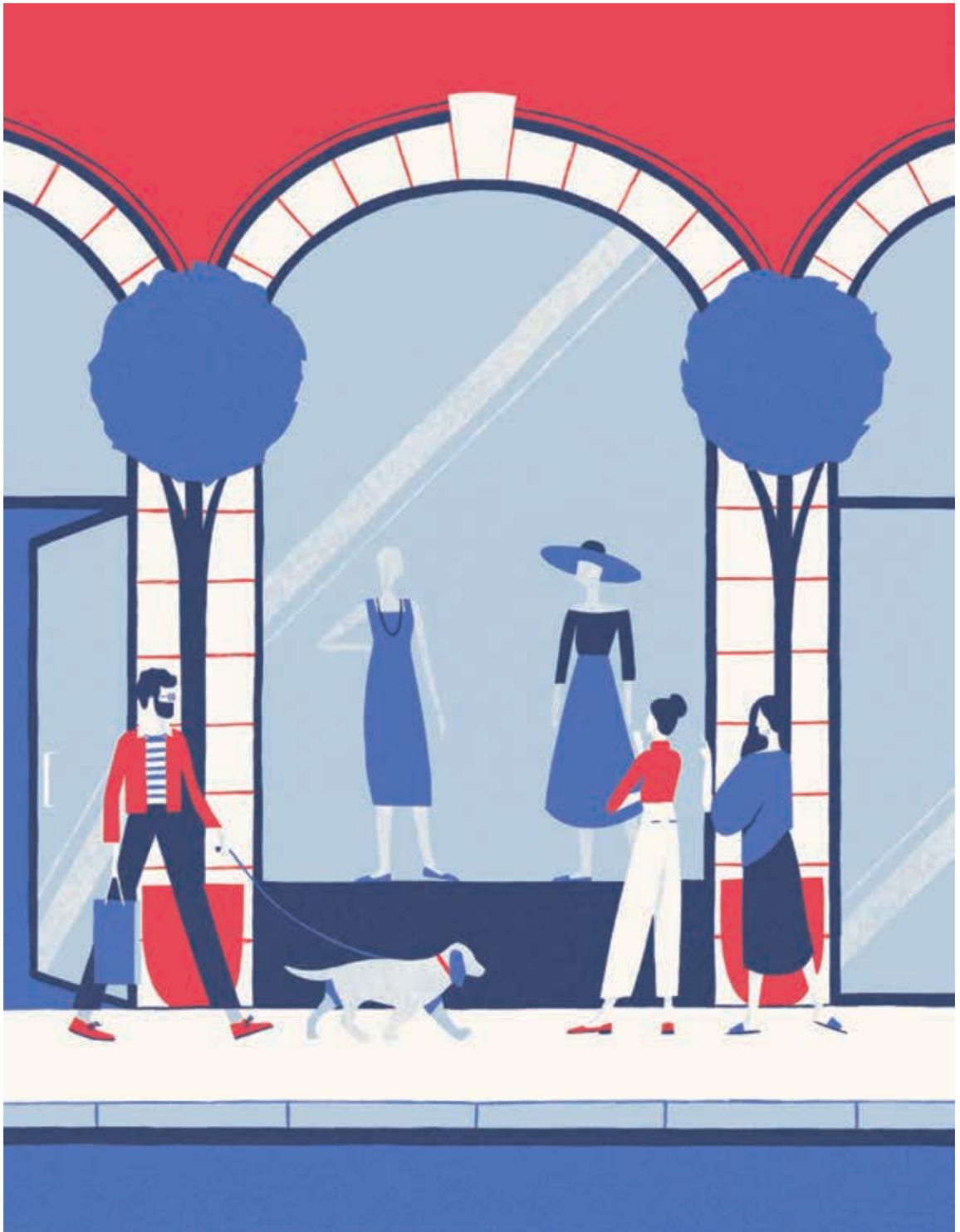
Optimize your in-store experience

The ability to respond to customers' needs in real time is what makes good customer service. Long queues, lack of stock, poor visual merchandising, and a lack of sales help are major contributing factors to customer dissatisfaction.

With Retail Sense, you'll be able to use data analytics to enhance every aspect of the in-store experience. From shorter queuing times to shrewd visual merchandising and consistent person-to-person assistance. In addition, you'll be able to benchmark store-to-store performance to interpret trends and make informed strategic decisions.

Who can collaborate using Retail Sense?

Whether you want to improve staffing efficiency, increase conversions, reduce queuing times, or build more effective displays, Retail Sense can help you get a better return for your in-store spend, and build a clearer picture of your business through one pane of glass. Let's see who's using it.



Retail Marketer

To sell effectively, it's vital to be aware of the best approach.



A marketer wanted to drive shoppers into their store, but they weren't sure which marketing vehicle would be most effective, or which promotions to run to best drive engagement and sales. And they found it difficult to make sure colleagues were up to speed with marketing initiatives.

43%

Number of people who shop in stores to take advantage of promotions and sales.

Timetrade, The State of Retail 2017

Retail Sense helps them understand what marketing strategies or vehicles will work best in their store. The marketer can now get insights into which promotions will best increase sales. They also find collaboration with other stakeholders far simpler, as all the store's promotions are inputted on the calendar that all the key people use.

Retail Operations Manager

Smooth operations require relevant and timely insights.



Operations needed to schedule the right number of staff throughout multiple departments to cater for the busiest times of the day. There was also a trend for customers to leave the store without making a purchase. And the operations manager wanted to cut down the recurring long queues in the stores.

Using Retail Sense, they get notifications when departments become crowded, which allows them to send the right personnel to customers in real time. In doing so, they maximize the time that staff have to help shoppers. Their team can better staff the department over time by tracking historical visits – and open up new queues when they hit capacity.

90%

Amount of shoppers more likely to convert when helped by a knowledgeable associate.
Timetrade, The State of Retail 2015

Head of Retail Merchandising

A clear sight of products and placement is vital to good merchandising.

A merchandiser could only gauge the success of a product based on sales alone. They didn't know how many times an item was picked up, considered, and put back down.

'They know which displays are working and which aren't, and get a complete view of how customers are interacting with products.'

Using Retail Sense, they can see how customers move around each store. They know which displays are working and which aren't, and get a complete view of how customers are interacting with products. The data helps them make big decisions about pricing, placement, packaging, and promotions.

49%

Number of shoppers who are willing to pay more for products or services if they had a highly personalized in-store experience.
Timetrade, The State of Retail 2017

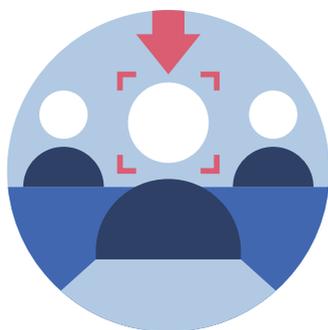


Genetec Retail Sense is a standalone application that uses your security infrastructure to give you a detailed view of your business. It's all your data behind one pane of glass.



Reduce abandonment caused by long queues

Get alerts when queues develop to help you maximize conversions and reduce labor inefficiencies. With real-time traffic information, you can optimize floor staffing levels to meet peaks in visitor numbers.



Gain insights into your customer base

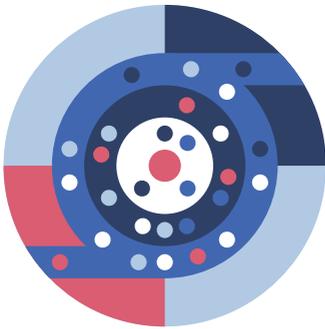
Decode customer behavior by developing an understanding of who your customers are. Armed with that knowledge, you can develop an in-depth picture of your customer base, without infringing customer privacy.



Determine what drives footfall

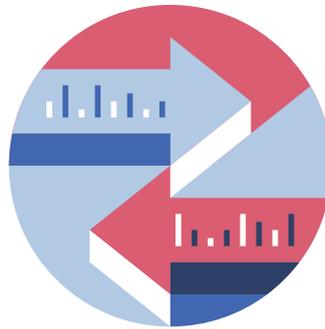
Track visitors entering and leaving your stores or departments. Uncover traffic tendencies between multiple store locations for accurate benchmarking. And run custom reports and share valuable data with your colleagues.

See which displays are getting the most traction, how variables like weather and campaigns affect sales, or conversion growth over the course of the month. The data gathered can be used to give you the retail edge.



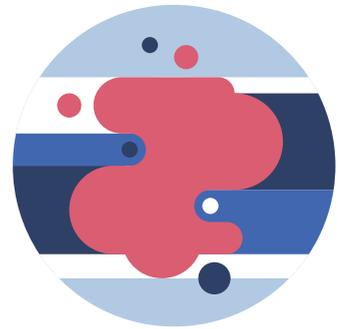
Understand what drives conversions

See real-time in-store performance at a glance across multiple locations. Review data from previous weeks to help you make informed decisions about the customer experience.



Interpret shopping behavior

Get summaries of vital statistics and instant access to information on customer traffic activity and dwell time in any area of your store. The information will help you understand cross-shopping behavior.



Uncover the customer purchase journey

Understand how customers move throughout your store. See real-time summaries of traffic flows. Interpret trends in footfall and behavior to aid product placement and store layout decisions.

Our tools for your trade

Retail Sense works with new or existing installations and is available on a cost-effective subscription basis. The application is compatible with Genetec Security Center, allowing you to use existing camera hardware from established brands. Because it's been developed by Genetec, it is the product of years of experience, innovative thinking, and expertise – we've been providing security solutions for businesses around the world since 1997. With Retail Sense, you'll be able to take existing in-store systems and turn them into a tool that has the power to transform your business.

Corporate Headquarters

Genetec Inc.

2280 Alfred-Nobel Blvd.,
Montréal QC H4S 2A4
Canada

Toll Free: +1 866 684 8006

Canada & USA:

Tel: +1 514 332 4000

genetec.com

© Genetec Inc., 2017

Genetec and the Genetec logo are trademarks of Genetec Inc., and may be registered or pending registration in several jurisdictions.

All images are used for illustrative purposes only

**Genetec Retail Sense
will decode data, unlock
intelligence and reveal clever
insights that will transform
customer experience.**

