Empowering Retailers

With Smart Analytics and Insights

Smart Loss Prevention

Smart Analytics

Smart Store Operations

Overview

Understanding customers on-site, before they check out or pay the bill, has always been difficult as management has been limited to reactive decisions based on delayed and often incomplete data. IntelliVision's Smart Retail solution instantly and continuously gathers actionable data. With this data, automatically assembled into meaningful metrics and information, management can better serve the customer and maximize store revenue and profitability.

IntelliVision's Smart Retail solution comprises three components vital to today's retail environment:

- Smart Loss Prevention
- Smart Analytics
- Smart Store Operations

Smart Loss Prevention

IntelliVision's Smart Retail solution provides loss prevention and security tools that will not only guard assets, but alert you to potential risks. By combining in-store analytics with security, retailers can save up to 40% per year and greatly reduce shrink while streamlining their security budget into one solid platform. Smart Loss Prevention has the following capabilities:

- **Intrusion Detection.** Monitor secure areas of your back office or warehouse with unauthorized entry detection. Be alerted to any intruders or unauthorized parties in areas that are restricted or secure.

- **Video Search and Summary.** Filter key activity from video archives, extracting only the events that matter and removing unnecessary static or empty scenes.

- **Facial Detection and Recognition.** Using facial detection, Public View Monitors (PVMs) can show actual faces being detected to further deter criminal activity by customers or employees. IntelliVision's facial recognition can alert retailers to known shoplifters.

- **Search Optimization.** Quickly filter and search for key surveillance based on alert or transaction type.

- **In the Future…**
  IntelliVision Smart Retail is looking at ways to integrate with POS systems to allow a retailer to match up suspicious activity or POS transactions to the corresponding video surveillance.

Smart Analytics

IntelliVision's Smart Retail solution uses video analytics technology and interactive management dashboards to allow retailers to visually analyze business intelligence data and optimize operations by responding quickly to customer needs and market trends.

Video data can be enhanced by combining it with other data sources such as POS, inventory or RFID to provide the most complete picture for dynamic decision-making.

- **Track.** Track vital store data in one place and match against your goals.

- **Segment.** Use insights gained from real-time data to segment your audience and products.

- **Target.** Set indicators to monitor the status of your goals, and minimize risks and surprises.

- **Compare.** Compare reports from multiple stores or sets of data to identify differentiators or opportunities.
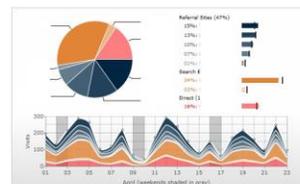
TRAFFIC COUNTS

DEMOGRAPHICS

OCCUPANCY

HEATMAPS

REFERRAL SOURCES

DWELL ANALYSIS

Smart Store Operations

More than just people counting, IntelliVision's Smart Retail solution uses the latest video analytics technology to ensure you know who your customers are, where they are in the store and what products interest them the most.

- **VIP Recognition.** Using highly accurate facial recognition, Smart Retail can detect your VIP customers as they walk in the door, alerting staff to the presence of a key customer.

- **Ad and Product Placement.** Analyze every moment of a shopper's journey from the point of entry to exit. This allows a retailer to identify how long a consumer studies a product shelf or area and develop an overall traffic pattern, data that can be used to place product effectively on the retail floor.

- **Count with Accuracy.** Despite lighting and other conditions, Smart Retail's People Counter provides a high level of accuracy. If employees wear tags or badges they can be removed from the data so you get the most accurate information.

- **Demographics.** Smart Retail's state-of-the-art solution quickly detects the age group and gender of your shoppers to better understand your customer base and match their trends.

- **Queue Management.** Manage your retail floor like never before with in-depth analytics that monitor POS stations and other areas of your store. This data can trigger alerts that notify internal teams of longer than usual wait times.

- **Staffing.** Avoid overtime and other extra costs by calculating your peak hour reporting. This data provides an hour-by-hour visual as to how your store should be staffed, improving employee scheduling and overall traffic flow.

About IntelliVision

IntelliVision is a market leader in AI and Deep Learning-based video analytics and video cloud software for Smart Cameras. IntelliVision is a subsidiary of Nortek Security & Control, with headquarters in San Jose, California and offices in Asia and Europe.

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