Shopping Center Insights

Redefining the Shopping Center Experience

Are you struggling with any of the below challenges?

- Attracting new tenants and satisfying existing tenants
- Understanding the properties busiest hours
- Knowing the properties primary demographics and/or shopper sentiments
- How the properties foot traffic compares to the broader market
- What shopper movements look like pre and post visit
- Optimizing property operations
- Real-time video surveillance and event notifications

Overview

Shifting shopper behaviors, along with a steady rise in demand for omnichannel services, are helping reshape and redesign how modern shopping centers operate.

Sensormatic Solutions delivers reliable data driven insights into shopping center properties to help industry leaders make informed decisions which better align with evolving shopper (and tenant) expectations. Equipped with the right data sets, shopping centers can successfully deliver on digital shopper expectations and experiences which achieve property team goals.

Loss Prevention | **Traffic Insights** | Inventory Intelligence

Sensormatic by Johnson Controls

Greater Precision for Better Business Outcomes

Sensormatic Solutions enables shopping centers to act on predictive, prescriptive, data-driven outcomes across Loss Prevention, Inventory Intelligence, and Traffic Insights.

Loss Prevention

Loss Prevention refers to the steps businesses take to reduce profit loss. Solutions include applications and services that provide insight to address causes of profit loss including at-fault liability claims.

Inventory Intelligence

The smart approach to a balanced, optimized supply chain from source to consumer. Solutions include applications and services that provide insights into inventory across an enterprise, helping enable unified commerce.

Traffic Insights

A shopper experience is a complex concept, that stretches from a shopper buying a product in a store to a digital-led experience. Solutions include applications and services that shift to a customer-centric, omnichannel strategy to deliver the best experiences to shoppers.

How does Sensormatic drive value?

Solution Suite	Loss Prevention	Inventory Intelligence	Traffic Insights
Traffic Analytics			◎
Location Strategy			◎
Shopper Demographics			◎
Parking Lot Vehicle Counting			◎
Property Guest Behaviors			◎
Occupancy Monitoring			◎
Video Surveillance	◎		
Buy-Online Pickup On-Site		◎	

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Customer Journey for Shopping Centers

Re-ID enabled people-counting devices at the perimeter of the property or inside of the shopping center provide insights into key performance indicators. Including:

✓ ## Traffic Analytics
Identify the busiest traffic days and hours by zone and/or entrance based on historical trends.

✓ ## Dwell Time & Occupancy Monitoring
Gain real-time visibility into shopper movements and dwell time across your property to better understand shopper behaviors.

✓ ## Shopper Demographics
Video-based devices capture age and gender while adhering to GDPR standards, enabling data driven decisions.

✓ ## Zone Analysis & Customer Journey
Optimize property layouts and maximize store placement with traffic flow analysis, heat maps, and insights into internal movement and pass-by trends.

✓ ## Sales & Performance Data Integration
Combine weather, tenant sales, marketing and sales events, and historical traffic data into a unified dashboard with API compatibility, cloud reporting, and actionable insights.

Shopping Center and Retail Indices

- Gain a side-by-side comparison of your organization's traffic trend versus market.
- Receive a custom-defined calendar for your organization.
- Obtain global data in one application for holistic insights.

Loss Prevention | **Traffic Insights** | Inventory Intelligence

SensorMatic
by Johnson Controls

2,000+
Customers worldwide

184,000+
Managed devices

201B+
Shopper visits

98%
People counting accuracy

About Johnson Controls:

At Johnson Controls (NYSE:JCI), we transform the environments where people live, work, learn and play. As the global leader in smart, healthy and sustainable buildings, our mission is to reimagine the performance of buildings to serve people, places and the planet.

Building on a proud history of 140 years of innovation, we deliver the blueprint of the future for industries such as healthcare, schools, data centers, airports, stadiums, manufacturing and beyond through OpenBlue, our comprehensive digital offering.

Today, Johnson Controls offers the world`s largest portfolio of building technology and software as well as service solutions from some of the most trusted names in the industry.

Visit www.johnsoncontrols.com for more information and follow @Johnson Controls on social platforms.

About Sensormatic Solutions:

Sensormatic Solutions, the leading global retail solutions portfolio of Johnson Controls, powers safe, secure and seamless retail experiences. For more than 50 years, the brand has been at the forefront of the industry's fast-moving technology adoption, redefining retail operations on a global scale and turning insights into actions. Sensormatic Solutions delivers an interconnected ecosystem of loss prevention, inventory intelligence and traffic insight solutions, along with our services and partners to enable retailers worldwide to innovate and elevate with precision, connecting data-driven outcomes that shape retail's future. Please visit Sensormatic Solutions or follow us on LinkedIn, X and our YouTube channel.

www.sensormatic.com

Loss Prevention **| Traffic Insights |** Inventory Intelligence

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