

# Shopping Center Insights



## 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
- Targeted advertising to unique shopper profiles
- Real-time video surveillance and event notifications

## Solution Overview

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

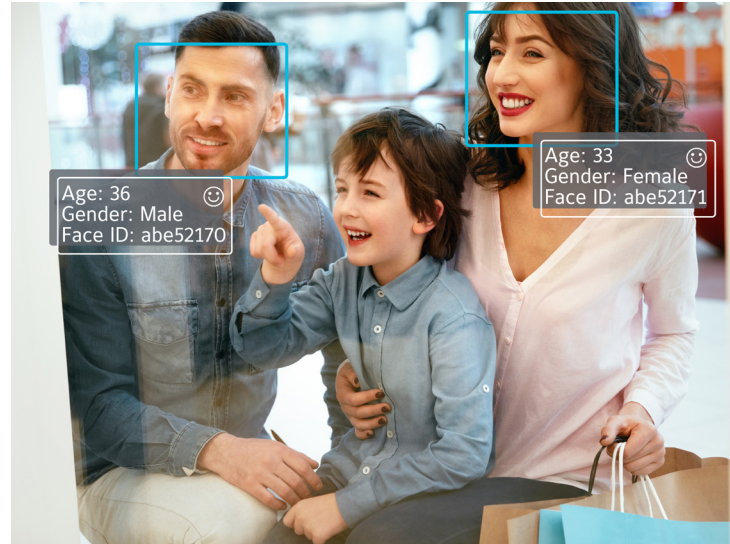
Sensormatic Solutions delivers reliable data driven insights into shopping center properties to help industry leaders make informed decisions which better align with evolving shopper (and tenant) expectations. Equipped with the right data sets, shopping centers can successfully deliver on digital shopper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

**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 and Liability, Inventory Intelligence, Shopper Experience and Operational Effectiveness solution pillars.

Powered by Sensormatic IQ, our intelligent operating platform delivering tangible insights across the property, organizations can implement new strategies which drive positive outcomes throughout the shopping center.



### Loss Prevention and Liability

Loss prevention and Liability 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.



### Shopper Experience

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.



### Operational Effectiveness

This pillar is skewed toward property management. Solutions include applications and services for people management, productivity, real-estate operations and shopping center performance.

## How Sensormatic Solutions Drives Value

Solution Suite	Loss Prevention & Liability	Inventory Intelligence	Shopper Experience	Operational Effectiveness
Traffic Analytics			○	○
Location Strategy			○	
Persona Advertising			○	
Shopper Demographics			○	
Parking Lot Vehicle Counting			○	○
Property Guest Behaviors			○	
Occupancy Monitoring	○		○	○
Video Surveillance	○	○		○
Slip and Fall Detection	○			
Loitering	○			
Buy-Online Pickup On-Site		○		
Person of Interest	○			





## Solutions in Action

City Center



### 1. Traffic Analytics

Overhead Traffic Sensors at the perimeter of the property or inside of the stores to provide total count of visitors.

### 2. Video Surveillance

CCTV with real-time computer vision analytics enable event notifications to help keep security teams informed.

### 3. Persona Advertising

Persona-based advertisement displaying in a kiosk or at the store directories playing media content.

### 4. Shopper Demographics

Video cameras covering the entrances to capture age, gender, and sentiment of guests.

### 5. Property Guest Behaviors

Wi-fi based tags at property entrances and/or designated zones identifying metrics such as dwell time, draw rate, abandonment rate, and shopper path throughout the property.

### 6. Occupancy Monitoring

Up-to-the-minute understanding of shopper density within the property.

### 7. Parking Lot Vehicle Counting

Video or loop-based systems covering entrances and exits for people and vehicles to understand the arrival patterns and modes of transportation people are using to access the property.

### 8. Location Strategy

Discover how to optimize property layout while maximizing store locations with traffic patterns and distribution analysis.



## Why Partner with Sensormatic

Sensormatic is the global leader in retail analytics. No other competitor can roll-out a traffic program faster than we can. We have over:



**2,100+**  
clients



**20+**  
years of experience



**400+**  
Shopping Centers



**24/7**  
support and much more

Each client receives a customer success manager who will partner with them on strategic initiatives, train them to ensure they get valuable and actionable insights from their data and provide high-level analysis to help identify opportunities for operational efficiencies.

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## 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. With a history of more than 135 years of innovation, Johnson Controls delivers the blueprint of the future for industries such as healthcare, schools, data centers, airports, stadiums, manufacturing and beyond through its comprehensive digital offering OpenBlue. With a global team of 100,000 experts in more than 150 countries, Johnson Controls offers the world's largest portfolio of building technology, software and service solutions with some of the most trusted names in the industry.

For more information, visit [www.johnsoncontrols.com](http://www.johnsoncontrols.com) or follow us [@johnsoncontrols](https://twitter.com/johnsoncontrols) on Twitter.

## About Sensormatic Solutions

Sensormatic Solutions is the leading global retail solutions portfolio of Johnson Controls powering operational excellence at scale and enabling smart and connected shopper engagement. Our intelligent digital operating platform – Sensormatic IQ – combines the full Sensormatic Solutions portfolio, including third-party data to deliver unmatched insights into shopper experience, inventory intelligence, loss prevention and operational effectiveness with advanced technologies, like AI and Machine Learning. This enables retailers to act on prescriptive and predictive data-driven outcomes to confidently move into the future.

Please visit Sensormatic Solutions or follow us on [LinkedIn](https://www.linkedin.com/company/sensormatic), [Twitter](https://twitter.com/sensormatic), and our [YouTube channel](https://www.youtube.com/channel/UC...).

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