Storefront Visibility

Empowering your storefront with data-driven outcomes

The front of the retail store is a critical hub in understanding shopper activity. Storefront Visibility brings together Traffic Analytics, Electronic Article Surveillance (EAS) systems, RFID enabled Inventory Visibility and Video Intelligence solutions to help grow sales, improve customer conversion, while helping identify and prevent theft events from eroding your bottom line.

Storefront Visibility enables:
· Aligning labor with store traffic opportunities
· Item-Level Shrink Insights
· ORC Trends
· Loss event driven replenishment needs
· Entrance rate impact from storefront displays

Sensormatic
by **Johnson Controls**

Real-Time Analytics for Optimal Business Outcomes

Our robust analytics platform includes operational insights and exception-based reporting to maximize and act on your new insights.

- **Power Hours:** Identify the best traffic opportunities to allocate labor
- **Entrance** Draw Rate: Evaluate the effectiveness of your store front to draw shoppers
- **Shrink by Day & Time**: Identify the days and times of the day where theft most often occurs
- **Shrink by Exit:** Boost security near your store's most vulnerable exits
- **Total Shrink Events:** Gain an enterprise-wide view into the number of loss events and value of stolen items
- **Shrink at the Item-Level:** Gain EPC level insights
- **Video Integration:** Record loss events as they occur for post event analysis

Clear Sightline into Causes of Shrink

- Capture a stream or image snapshot of a loss event at the storefront as it occurs with video surveillance
- Improve decision making with insight into the quantity of shrink events and value of stolen items
- Quickly identify and respond to new shoplifting trends to proactively react to loss patterns
- Rapidly replenish out-of-stocks with real-time, item-level reports of missing items
- Optimize staffing during specific times of day when theft spikes
- Determine vulnerable store areas with reports on when, what and how many items go missing
- Automate and remove stolen items from inventory records for up-to-date reporting levels

Connected solutions at the front of the store is just the beginning

- Highly accurate traffic counter data provides the best selling opportunities
- Dual Technology (AM/RF/RFID) Tags & Labels harness item-level data that can be used to generate enterprise-wide insights
- RFID-enable exit system captures EPC-level information linking actionable storefront data, helping to optimize performance and profitability
- Integrated Video Surveillance with Shrink Visibility helps retailers better understand loss events around a store's perimeter

For additional information, please visit **www.sensormaticsolutions.com**

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