

# Shopping Centre 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
- Optimising property operations
- Targeted advertising to unique shopper profiles
- Real-time video surveillance and event notifications

## Solution Overview

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

Sensormatic Solutions delivers reliable data driven insights into shopping centre properties to help industry leaders make informed decisions which better align with evolving shopper (and tenant) expectations. Equipped with the right data sets, shopping centres 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 centres 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, organisations can implement new strategies which drive positive outcomes throughout the shopping centre.



### 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, optimised 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 centre performance.

## How Sensormatic Solutions Drives Value

### Solution Suite

Traffic Analytics

Location Strategy

Persona Advertising

Shopper Demographics

Car Park Vehicle Counting

Property Guest Behaviors

Occupancy Monitoring

Video Surveillance

Slip and Fall Detection

Loitering

Click & Collect

Person of Interest

Loss Prevention & Liability

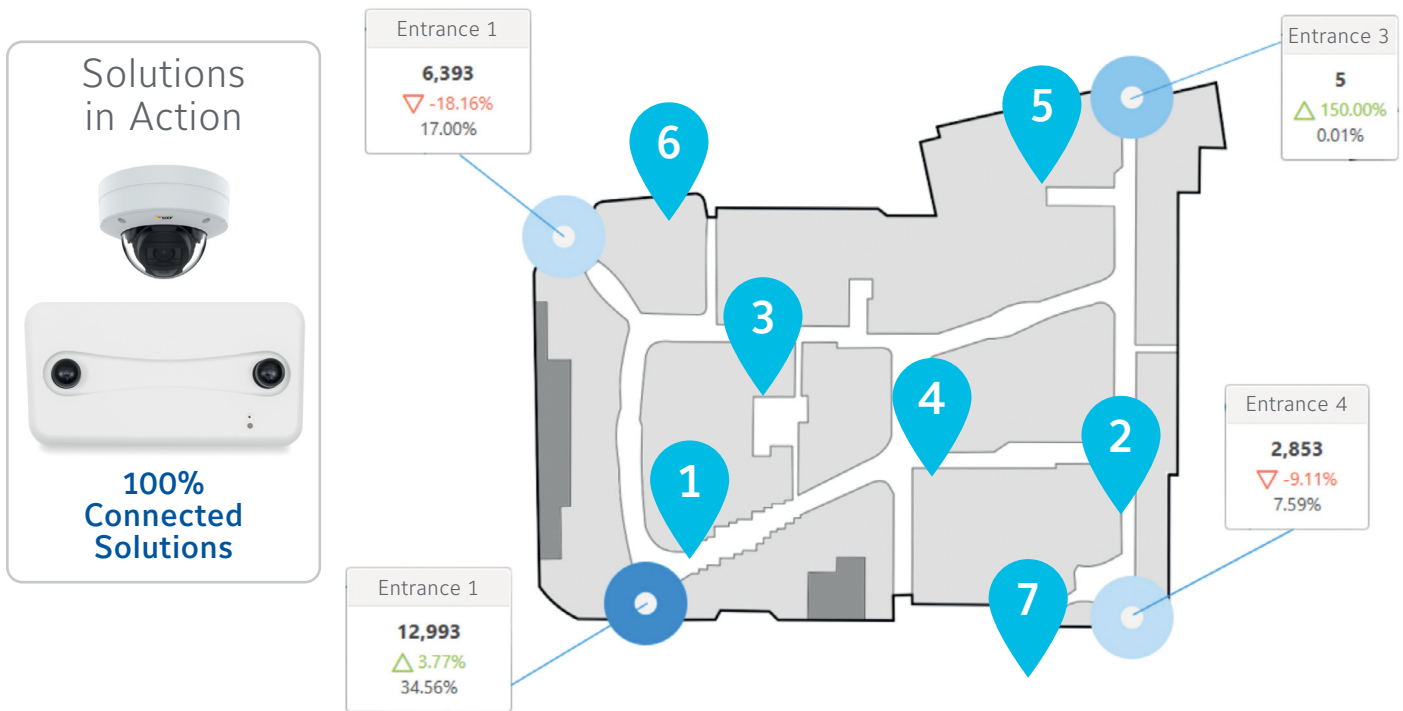
Inventory Intelligence

Shopper Experience

Operational Effectiveness



## Shopping Centres – Traffic Counting Solution



### 1. Traffic Analytics

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

### 2. Occupancy Monitoring

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

### 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 and gender.

### 5. Location Strategy

Discover how to optimise property layout while maximising store locations with traffic patterns and distribution analysis.

### 6. Video Surveillance

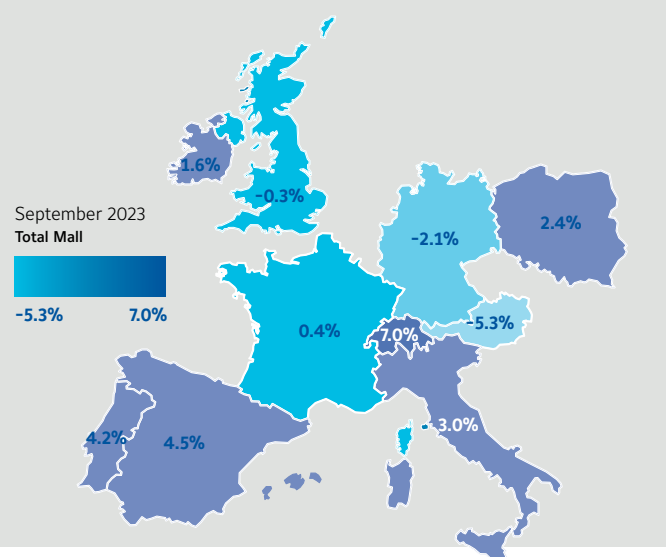
CCTV with real-time computer vision analytics enable event notifications to help keep security teams informed.

### 7. Car Park Vehicle Counting

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

### European Shopping Centre Index

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



### 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.



## Why Partner with Sensormatic

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



**1,200+**

Shopping centre worldwide



**185,000+**

Stores worldwide



**+55**

Years of innovation experience



**+5,500**

Dedicated retail experts globally



**+100**

Countries



Nearly **40,000** metrics tons of CO<sub>2</sub> saved each year due to our tag recirculation program



**1,700+**

Active patents

## 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 nearly 140 years of innovation, we deliver the blueprint of the future for industries such as healthcare, schools, data centres, airports, stadiums, manufacturing and beyond through OpenBlue, our comprehensive digital offering. Today, with a global team of 100,000 experts in more than 150 countries, 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](http://www.johnsoncontrols.com) for more information and follow [@johnsoncontrols](https://twitter.com/johnsoncontrols) on social platforms.

## 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](https://sensormatic.com) or follow us on [LinkedIn](https://www.linkedin.com/company/sensormatic), [X](https://twitter.com/sensormatic), and our [YouTube channel](https://www.youtube.com/channel/UC...).

For additional information, please visit [www.sensormatic.com](http://www.sensormatic.com)