Retail is Alive

Sensormatic IQ activates insights across your entire retail operations ecosystem to turn today's data into tomorrow's opportunity.

From an outsider's perspective, recent global incidents have slowed down the retail industry. In reality, these events have forced retailers to adapt, adopt and accelerate innovation faster than ever, to deliver the experiences customers demand and to achieve growth that keeps them in the game.

To keep pace with the speed of ever-changing customer demands, retailers must rely on and utilise the power of their data, moving beyond real time to forecast the future and take the steps necessary to alter those predicted outcomes. Leading retailers are putting away their crystal balls and leapfrogging the competition with fully connected experiences across the supply chain that produce and prioritise insights to cut through the noise, allowing them to meet demands today while laying the foundations for whatever the future holds.

To achieve those outcomes though, it must be understood that artificial intelligence and machine learning cannot be bought. They require a foundation where data can be integrated, harnessed and repeatedly trained, something that most retailers don't exactly have in their toolkit yet, or the expertise to manage – until now.

Predict. Prescribe. Perform.
A successful customer experience is often defined as 'the ability to deliver the right product to the right customer at the right time.' But:

- What if you run out of stock because you don't understand shopper behaviour and peak traffic times?
- What if an increase in shrink has left you with an inaccurate view of stock?
- What if you don't have the right amount of labour in place, creating a wait, and customers leave?
- How will external factors like weather, conferences or sporting events impact traffic and stock?
- Have you staffed appropriately, taking account of the latest organised retail crime activity close to one of your locations?
- Do you have the stock to fulfil BOPIS and future demand surges?

Retail leaders are increasing IT spend growth at three times the rate of below-average performers. (IHL)

E-commerce penetration has seen 10 years of organic growth in the space of about 3 months (Sources: Bank of America; Forrester Analytics; ShawSpring Research; US Department of Commerce; McKinsey analysis)

Almost 90% of 2021 retail sales entails store involvement for fulfilment. (IHL)

BOPIS orders in the US increased by 208% between 1st and 20th April 2020, compared with the same period the previous year. (Adobe)

In 2020 Target estimates it gained around $9bn (£6.35bn) from competitors alone. (WSJ)
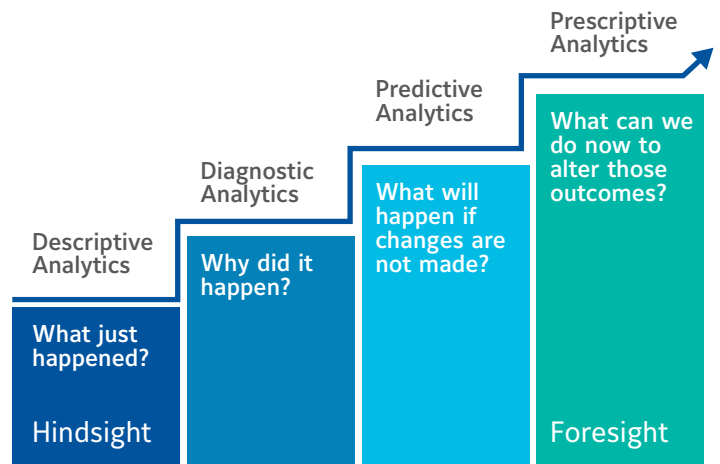
77% of retailers surveyed plan to have AI in place by 2021. (Gartner)

Kerbside orders have increased 208% during the pandemic, and 59% of customers say they are more likely to continue kerbside pick-up after the pandemic. (Adobe)

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So what must come first is how do retailers automate and deliver the right actions to the right employees at the right time, so they can deliver the kind of personalised experience that keeps customers coming back? It seems like an insurmountable amount of variables and data that are almost always found in different places and could never be truly understood in real time, never mind in the future. The good news is that the majority of retailers already have the tools in place to collect and view operational data in real time, but when it is only available in the moment time is lost and opportunities are wasted in terms of turning those insights into outcomes. To get a step ahead of every moment of opportunity, data from every point of your customer experience must be contained in a connected ecosystem that has the power to transform hindsight to foresight.

Descriptive Analytics

What just happened?

Hindsight

Diagnostic Analytics

Why did it happen?

Predictive Analytics

What will happen if changes are not made?

Prescriptive Analytics

What can we do now to alter those outcomes?

Foresight

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The Power of the Platform

Sensormatic IQ is the intelligent operating platform for retail, delivering tangible value across the enterprise. The open, scalable platform provides and connects insights across in-store and online experiences to predict future outcomes then prescribe solutions via tactical alerts to the right employee, highlighting areas of opportunity throughout a supply chain.

IQ

Data Retailer Data

Shopper Behaviour

Loss Prevention

Inventory Intelligence

Sensormatic
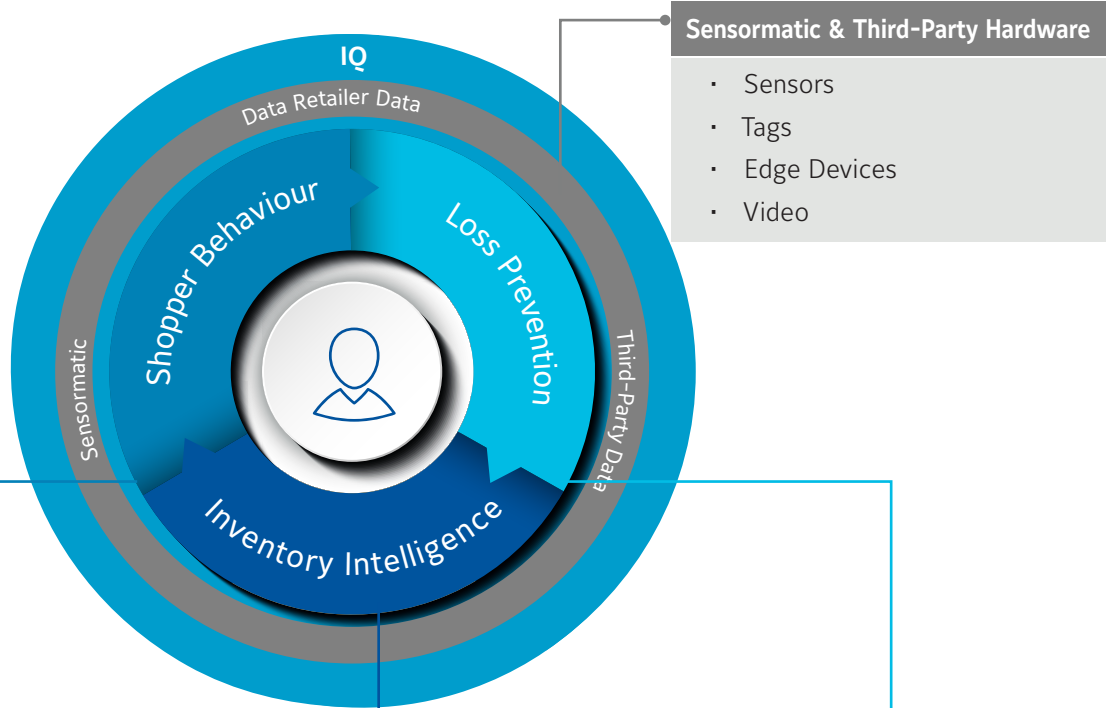
Third-Party Data

Sensormatic & Third-Party Hardware

- Sensors
- Tags
- Edge Devices
- Video

Shopper Insights

- Traffic Counting
- Store Occupancy
- Market Intelligence
- Shopper Journey
- Labour Optimisation
- Marketing Effectiveness
- Floor Planning
- Computer Vision

Inventory Intelligence

- Inventory Accuracy
- Supply Chain Visibility
- On-Floor Visibility
- Shrink Visibility
- Transaction Visibility
- Fitting Room Analytics
- Real-Time Replenishment
- Computer Vision

Loss Prevention & Liability

- External Shrink Management
- Internal Shrink Management
- ORC Event Tracking
- Loss Event Predictions
- Safety & Compliance
- Asset Protection
- Security Monitoring
- Computer Vision

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Benefits:

Connect the Experience: Designed to integrate Sensormatic, retailer and third-party solutions (such as social media, ORC and weather) with advanced technology. Sensormatic IQ provides retailers with a tailored solution offering unparalleled visibility into operations that connect the right data to the right owner, for shopper insights and actions that drive better outcomes.
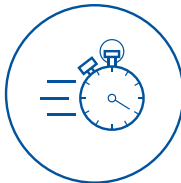
Innovate with Speed: Match the speed and overcome the complexity of innovation implementations with the ability to roll out and connect new capabilities and incorporate artificial intelligence and machine learning quickly to meet the evolving demands of customers. Faster time to market with new capabilities means proactive teams are focused on serving customers, not reacting to ever-changing priorities.
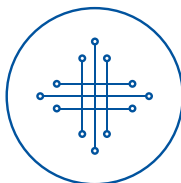
Scale and Save: As demands change, so does a retailer's business. Centralise complex data from enterprise, sensor, edge devices and more, in one secure platform, to utilise current data and system investments while expanding new capabilities and insights throughout your organisation.

Effective and Efficient: Increase store operations execution by transforming real-time data into forecasts that pinpoint areas of opportunity and prescribe and prioritise actions to the right person for maximum impact.
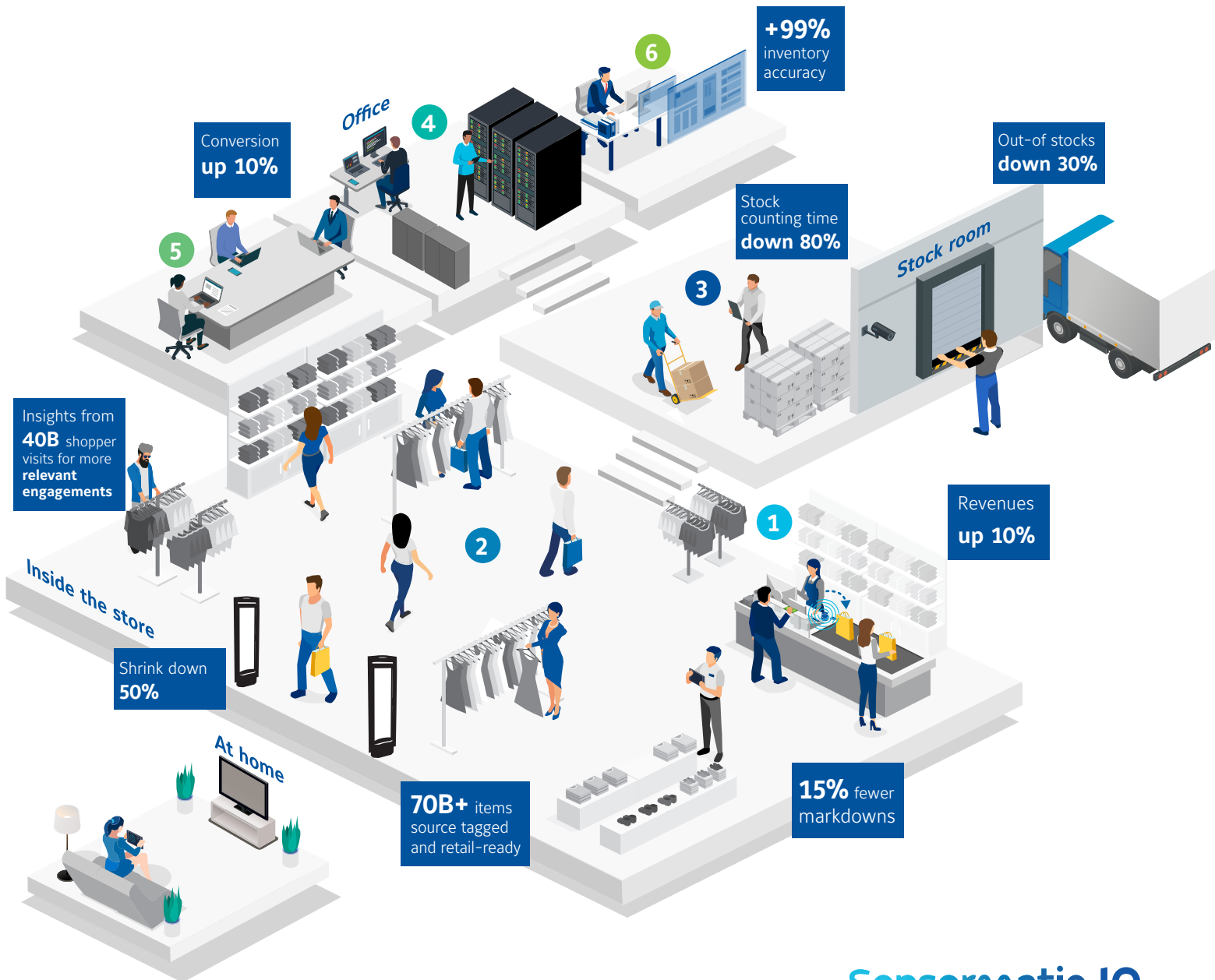
Leverage Your Assets: Get more out of the most vital parts of the business: the customer experience, physical assets, current systems and people. Empower employees by unlocking the power of data, arming them with tools that help to provide customers with what they need at any moment.

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Connected environments.
Mobilised actions.
Boundless outcomes.

From shrink and stock to shopper behaviour, Sensormatic IQ provides the operating foundation retailers need to move beyond simply accumulating data points, correlating them across their entire customer experience – no matter where the data is found. Cross-functional collaboration of your data turns omni-channel functionality into a single channel of actions delivering actions that move the needle.

One channel and one view of the truth come together in one platform to do one thing – create new experiences between retailers and customers which drive loyalty and growth.

+99% inventory accuracy

6

Office

4

Conversion **up 10%**

Out-of stocks **down 30%**

Stock counting time **down 80%**

5

3

Stock room

Insights from **40B** shopper visits for more **relevant engagements**

Revenues **up 10%**

1

2

Inside the store

Shrink down **50%**

At home

15% fewer markdowns

70B+ items source tagged and retail-ready

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1 **Store Operations**
- Increase sales, margins and conversion rates with accurate visibility into stock
- Decrease labour spend with an understanding of shopper behaviour and trends
- Create a safe and healthy store environment
- Minimise risk of brand damage by ensuring regulatory and compliance tasks are met at store level
- Build a sustainable organisation with real-time and predictive inventory insights, so you know exactly what you need and when

2 **Loss Prevention**
- Decrease internal and external shrink loss with prescriptive actions
- Decrease the impact of ORC and fraud attempts via integrated widgets
- Decrease events which lead to inventory inaccuracies with anomaly detection

3 **Merchandising & Supply Chain**
- Increase sales with accurate visibility into the full lifecycle of merchandise
- Decrease margin loss due to markdowns
- Reduce spoilage and waste with visibility into inventory trends

4 **IT**
- Align spend with demand volume
- Increase time to market with quick rollout and scaling of new capabilities
- Empower IT with more visibility to manage complex store systems
- Maintain strong front-end security

5 **Marketing**
- Increase marketing campaign ROI with targeted, personalised, relevant, strategically placed advertising
- Enhance the customer experience and build custom journeys with insights into traffic patterns, dwell time, interactions, demographics and more
- Understand the impact of marketing to attract different shopper profiles into stores

6 **Finance**
- Understand and optimise employee capital
- Increase sales with higher transaction sizes, repeat loyalty customers and stock availability
- Leverage current devices and systems

Meet demand today and tomorrow

Our suite of retail solutions is designed to turn retailer data throughout the entire shopper journey into action.

- **Protect Merchandise and Reduce Shrink** – Our innovative solutions are designed to help retailers protect their merchandise, prevent shrink and fight the threats posed by retail crime, while still delivering a frictionless experience for shoppers. Sensormatic is at the forefront of innovative loss prevention that also delivers greater visibility into shrink and improves operational efficiency.

- **Inventory management for seamless, unified commerce** – We provide stock visibility which maximises revenue and enables a more personalised and enhanced customer experience. Our Inventory Intelligence solution gives you a heightened, item-level view of your stock across the enterprise, helping to enable Unified Commerce.

- **Optimise and Enhance the Shopper Experience** – When you understand shopper traffic patterns, you can predict and prepare for them, ultimately getting the most from marketing, merchandising and labour. ShopperTrak traffic analytics enable retailers to deliver stronger customer experiences while helping to increase conversions.

The Future is Now
This open platform represents the culmination of years of research and development by industry-leading engineers and data scientists. Sensormatic IQ leverages the global reach and scalability of the Google Cloud, coupled with smart sensors and advanced analytics, to future-proof retail operations and evolve with the changing retail industry.

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