

Traffic Intelligence Converting Shoppers Into Buyers



Traffic Intelligence Solutions capture and analyze shopper traffic in and around the store.



// The Metric-Challenged Physical Store

Most retailers, regardless of their size and specialty, struggle with answering these key questions:

- How many people went in the store and how many made a purchase?
- Where do shoppers spend most of their time inside the store?
- Which display and in-store advertising campaigns are more effective?
- What are the conversion rates from specific aisles and end-caps?
- How can overall shopper conversion rate be measured more effectively?
- When are peak selling times?
- When are check-out lines longest?
- How can associates be scheduled more effectively based on actual traffic?

Tyco's Traffic Intelligence solutions address all of these concerns, helping retailers drive incremental revenues while optimizing store operations.

// Helping Retailers Optimize Store Performance

Increase Conversion Rate

How many shoppers became buyers? While point-of-sale (POS) data shows the "what" of retail success and failure, conversion rate -- total transactions per store visits -- provides insights on the "why," empowering retailers to deploy adaptive strategies to build retail success.

Drive Incremental Sales

By analyzing the impact of promotions and in-store advertising on both traffic and conversion, traffic intelligence helps retailers understand shopper behavior to optimize store layouts, product placement, and marketing campaigns' effectiveness.

Improve Customer Service

Traffic Intelligence enhances customer service, improves shopper experience, and drives incremental sales by optimizing the use of resources

according to traffic to maintain ideal associate-to-shopper ratios throughout the store.

Optimize Store Operations

A clear understanding of store traffic can help a retailer improve virtually any aspect of store operations where resources can be allocated according to the number of shoppers in the store: from inventory management to merchandising; from facilities management to energy consumption.

// Hardware

Sensors used in Traffic Intelligence solutions convert optical inputs into data streams that reflect the presence of shoppers. Tyco offers systems in the following two categories:

- **Beam-break traffic sensors**, which use horizontal infrared beams and can be either stand-alone or integrated into Sensormatic EAS pedestals, count beam interruptions and not images. Beam-break solutions are a cost-effective alternative for specialty boutiques and low-traffic entrances of larger stores.
- **Overhead traffic sensors**, which use ceiling-mounted cameras,

Enhance LP Effectiveness

Manage loss prevention and associate staffing based on peak traffic hours to help ensure adequate coverage in high traffic, high risk areas within the store. When Traffic Intelligence is linked to Loss Prevention data, retailers can reduce false alarms by screening out alarms on inbound vs. outbound traffic, as well as intercept "booster" and "jammer" devices as they enter the store.



in either monocular (single-lens) or stereo (dualens) configuration. More accurate than any other detection technology, they offer a holistic view of traffic, better analysis of activity, and video validation capabilities.

// Software

Software & Reporting Enterprise

Manager Software – Empowers multi-location retailers to manage and operate each individual store remotely from a centralized location. Companies can push network and device configuration to the sites, alleviating the need for each store to configure and manage the network themselves. Data and diagnostics collected at individual locations is “rolled up” to the Tru-Vue Enterprise Manager, providing visibility into the Tyco Store Performance Platform and workflow data across all sites.

Traffic Intelligence Reports

Traffic information captured by Tyco sensors is streamed to a standard server running Tyco's proprietary Traffic Intelligence software for analysis. This process consists of:

1. Consolidation of information coming from multiple areas, at different times of day/week/year, about shoppers entering or exiting
2. Integration of traffic data with information from linked POS terminals, Loss Prevention systems, Inventory Management software, and other elements of a store's operations and IT infrastructure
3. Reporting of integrated information for rapid response or adaptation of store infrastructure and processes

Tyco Retail Solutions offers the choice of where the analysis should be done:

- In-store, which supports tight integration with other systems and immediate response to traffic events
- Corporate, supporting delivery of accurate data for incorporation into retailers' custom reporting platforms
- Hosted, providing turn-key traffic knowledge without the requirement for in-store or corporate analysts

// Services

Tyco Retail Solutions backs its Traffic Intelligence solutions with comprehensive support, including:

- Device-level installation and maintenance through experienced retail service professionals for quality service in the most demanding retail environments, featuring on-site and remote management and diagnostic services to help retailers manage thousands of devices chain-wide
- Solution-level professional services including business case and ROI analysis, solution design, use case development, and a range of support, implementation, and training services.

“This system helps us to understand more about the traffic flow in our stores. Information is solid and reliable, unlike the old days, when our staff had to manually count customer traffic. By comprehensive comparison of different reports, we are able to manage resource allocation more efficiently and, hence, fully utilize the benefits of the system.”

- Bryan Fan
Manger, Information Technology
Belle



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Leverage our strength and experience

Tyco Retail Solutions is a leading global provider of integrated retail performance and security solutions, deployed today at more than 80 percent of the world's top 200 retailers. Customers range from single-store boutiques to global retail enterprises. Operating in more than 70 countries worldwide, Tyco Retail Solutions provides retailers with real-time visibility to their inventory and assets to improve operations, optimize profitability and create memorable shopper experiences.

The Tyco Retail Solutions portfolio for retailers is sold direct and through authorized business partners around the world.

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