

Genetec Retail Intelligence

Transforming
Customer Experience



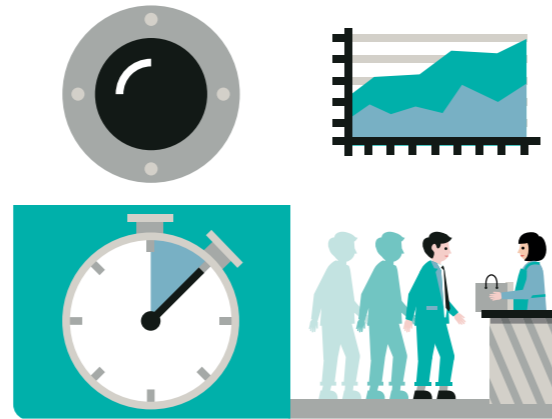
A New Era for Analytics

Every day, your security system is capturing valuable information that could transform your business overnight. As leaders in the field of physical security solutions, we thought it was time to put this information to additional use. Enter the Genetec retail intelligence project. Currently in development in response to popular demand from existing retail loss prevention clients, our next-generation intelligence product has the power to turn your security system into a tool to unlock consumer insights.

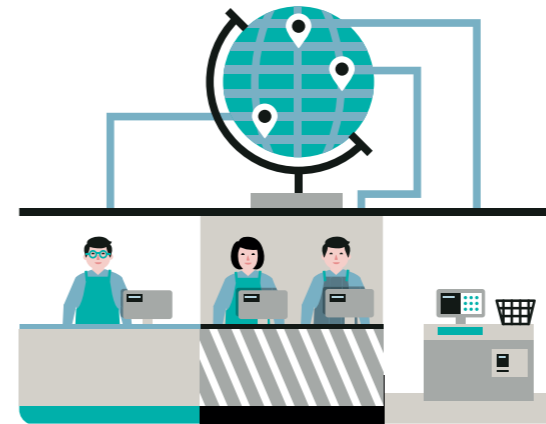
Harnessing groundbreaking technology, Genetec retail intelligence will allow you to decode customer behavior and in-store dynamics, gaining a comprehensive understanding of your business. The user-friendly Genetec application will deliver information in a way that's quick and easy to decipher, making your data immediately transferable to marketing, merchandising and operations. Whether you're tackling queuing efficiency, display placement, staffing optimization or pricing strategy, our technology will help you leverage the information you're already gathering to empower decision-making and enhance customer experience.

Unlocking Intelligence

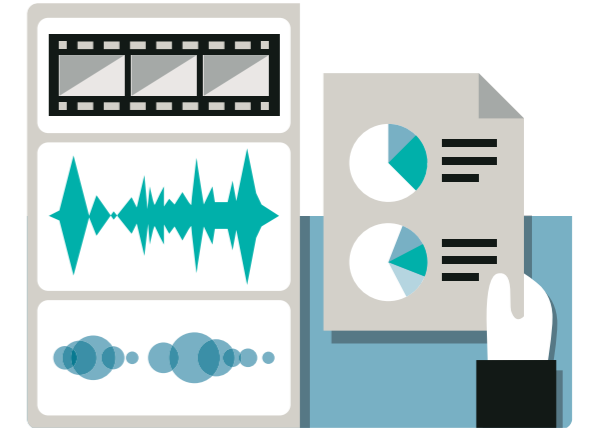
Your security system has the ability to provide powerful insights into your store and your customers. Our video analytics-based tool will turn information you're already collecting into invaluable retail intelligence. Our software works with multiple camera brands and types, and without the need for costly, complex additional equipment.



Our innovative technology will work with your existing security solutions to provide data that can improve the efficiency of your business.



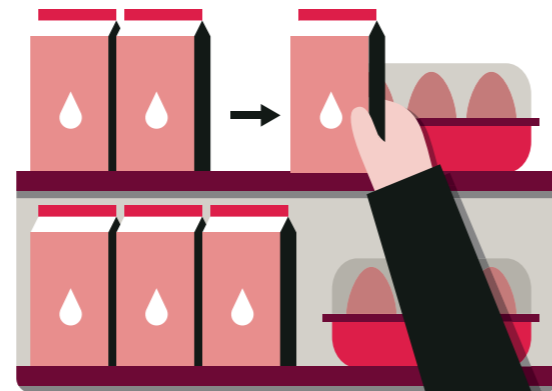
Proven expertise in establishing global networks will allow us to extend this functionality across multiple stores in different locations, from small franchises to large-scale retail chains.



The reliable, comprehensive analytics captured by the system will then be delivered in a user-friendly format that's easy to understand, interpret and share.

Empowering Your Business

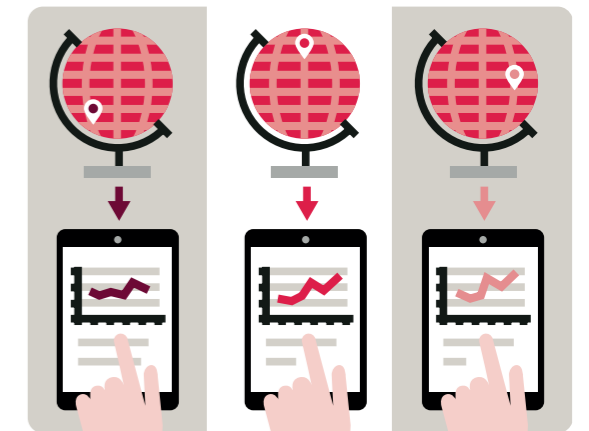
The Genetec retail intelligence application will allow security data captured daily by your existing system to be transformed into marketing and merchandising intelligence. This will empower you to deliver a superior shopping experience to your customers, leading to a higher conversion rate and an increased average basket value.



The intelligence we gather is designed to help you interpret customer behavior and create the right settings for browsing and buying.



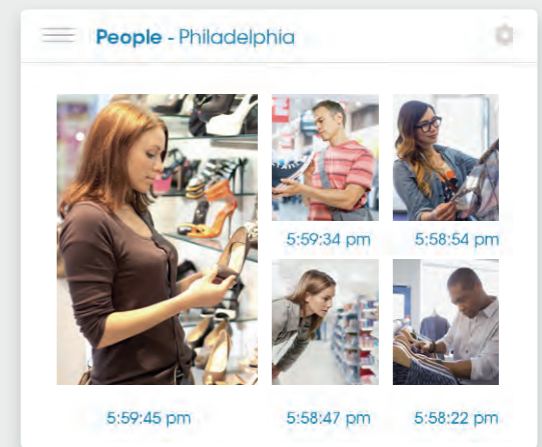
Our system's extensive features will provide information that can improve staffing, customer experience and sales conversion rates.



Comparing and contrasting information collected from multiple stores will enable a greater understanding of your business as a whole.

Transforming Retail

Data is an essential part of every retail business, but it's what you do with that data that really makes a difference. Genetec retail intelligence will be a standalone application that combines a wealth of technologies that provide an overview of your business in minute detail. Whether it's which displays are getting the most traction, the number of products sold on a particular day, or cash register usage over the course of the month, the data gathered by your security system will become multipurpose information and can be utilized in myriad ways.

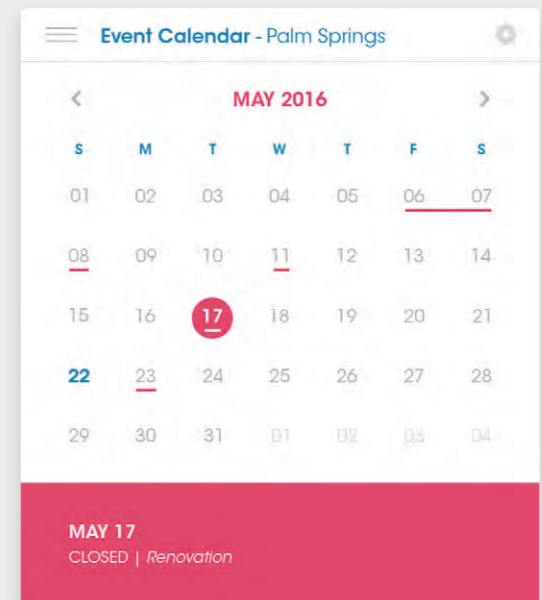
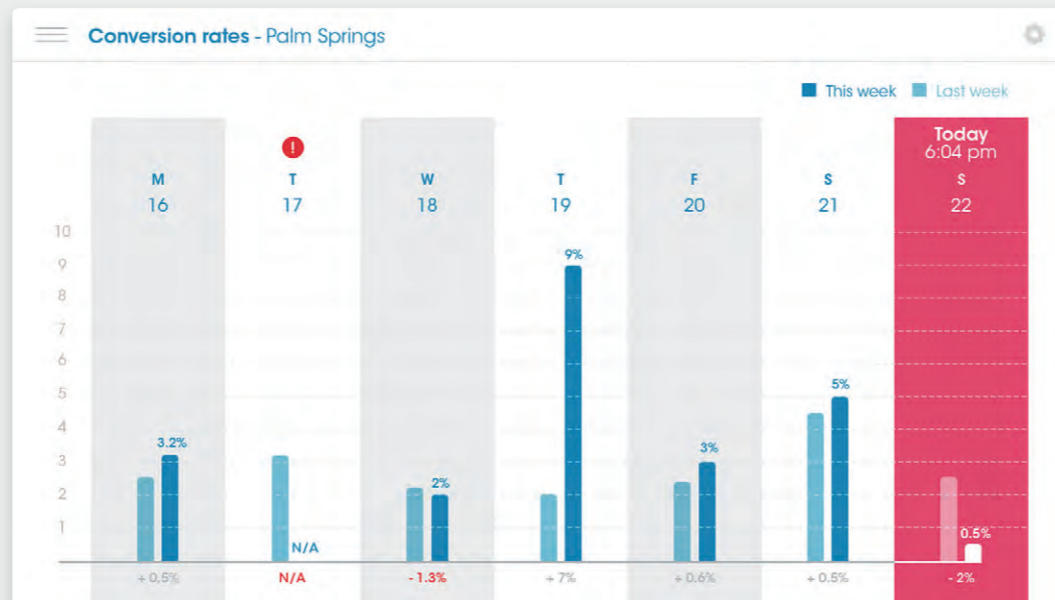


Facial recognition technology will capture information as detailed as age and gender, developing an in-depth picture of your customer base.

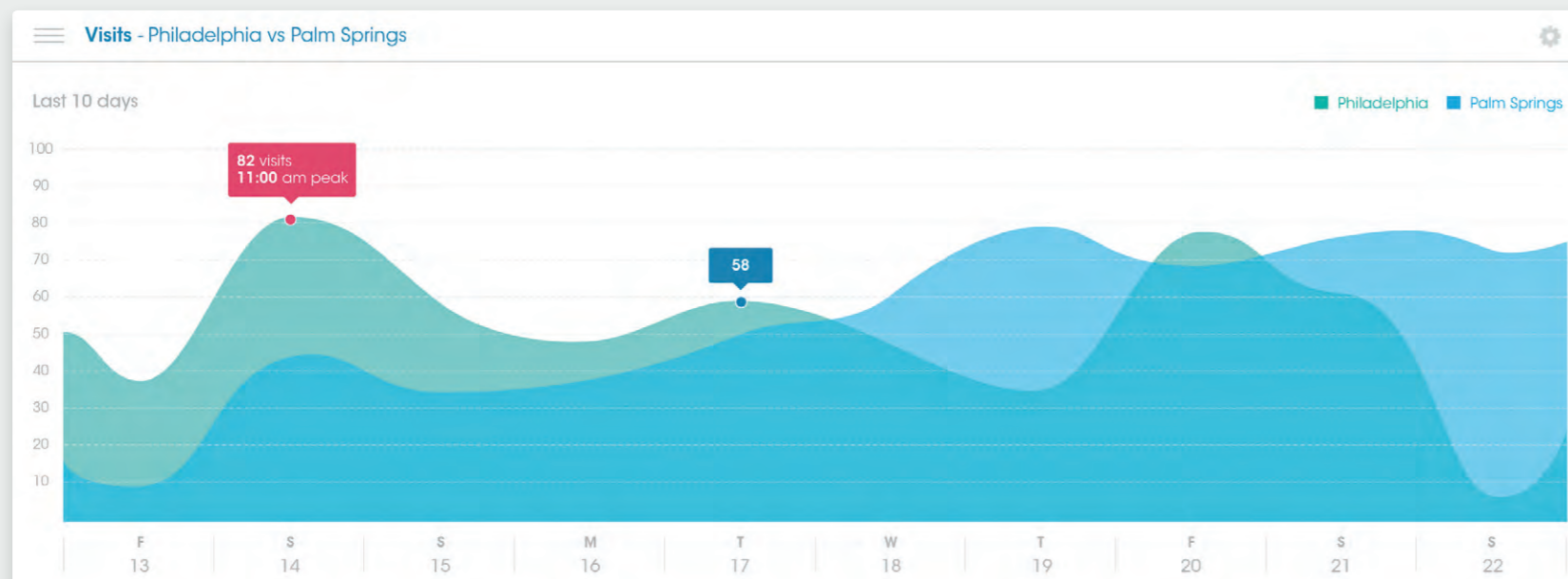


Summaries of vital statistics will allow instant access to information on customer traffic and sales conversions.

Reviewing data from previous weeks can help with staffing decisions moving forward, avoiding customer attrition and improving consumer experience.

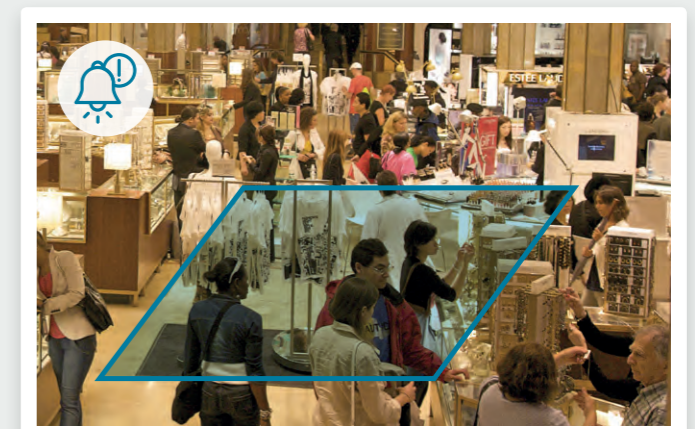


An easy-to-read calendar view will allow you to compare sales conversions on a day-to-day basis and correlate data with in-store promotions and local events.

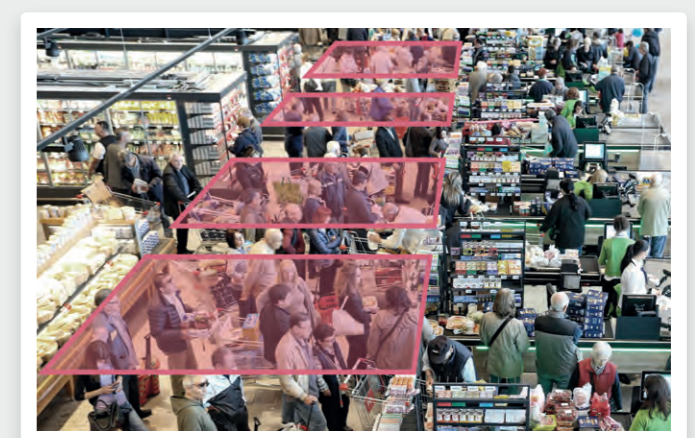


Information gathered from multiple stores in different locations will be available for comparison across specified lengths of time, allowing you to identify customer behavior patterns in different areas.

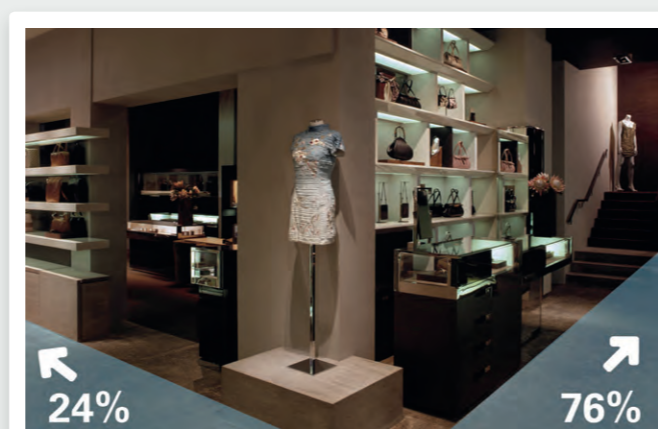
People counting will show which areas are getting the most traffic at any given time, allowing for better optimization of staffing to meet demand.



Instant alerts will inform you when departments become crowded or lines become long so you can reassign staff as necessary.



Heat mapping will highlight areas of high traffic within your store, aiding decisions on layout, staffing and product placement.



Directional analysis can uncover trends in footfall and behavior, leading to an improved customer experience.

The comprehensive way in which the Genetec intelligence tool will gather and deliver your retail data means that you can instantly take steps to improve the service you offer to both the brands stocked in your store and the consumers who shop in it. Whether you wish to optimize staffing management and reduce queuing times or provide clear statistics on display positioning to quantify ROI, features such as heat mapping, directional analysis and people counting build up an accurate picture of the day-to-day workings of your business.

Our Tools for Your Trade

Genetec retail intelligence will work with new or existing installations and will be available on a cost-effective subscription basis. The product will be compatible with Genetec Security Center, enabling end users to leverage a mix of camera hardware from popular brands. The result of years of expertise amassed providing security solutions for businesses across the globe, Genetec retail intelligence is the next step in a legacy of innovative thinking. Taking existing in-store camera systems and turning them into so much more, our technology has the power to transform your business.

Corporate Headquarters
Genetec Inc.

2280 Alfred-Nobel Blvd.,
Suite 400
Montréal QC H4S 2A4
Canada
Toll Free: +1 866 684 8006
Canada & USA:
Tel: +1 514 332 4000
genetec.com/intelligence
genetec.com

North America:

Scott Thomas
stthomas@genetec.com
Tel: +1 816 224 0233

Europe:

Matthieu Seys
mseys@genetec.com
Tel: +33 144695900

© Genetec Inc., 2016

Genetec and the Genetec logo are trademarks of Genetec Inc., and may be registered or pending registration in several jurisdictions.

All images are used for illustrative purposes only



Genetec retail intelligence will decode data, unlock intelligence and reveal groundbreaking insights that will transform customer experience.

