

Retail Business Intelligence Solution

A 2007 National Retail Federation (NRF) organized retail crime (ORC) survey of loss prevention executives found that 79 percent of respondents said their companies were victims of ORC, and 88 percent rated the problem between important and severe. (For 2006, only 41 percent found the problem significant or severe.) 71% said the problem for them is getting worse, not better. According to FBI estimates, Organized Retail Crime (ORC) is a \$30 billion a year business.

iSAFE provides the world's first image-based " Hold-up Detection" security feature for combating ORC. The store manager can alert the police at the first moment and thus reduce property loss and staff casualty.

In-store marketing provides special opportunities and challenges for the retailer. Innovative solutions are vital to increase the customer traffic necessary to make retail business expand and consolidate. iSAFE provides fully integrated branding, tracking and security solutions that perfectly fit the complex demands of the retail environment.

These solutions covers traffic flow measurement, customer engagement with product and end caps to enable retailers to do the following:

- Evaluate the performance and effectiveness of each store, and the figures can be used for future store expansion site selection consideration.
- Re-adjust the floor plan and product display to maximize the store performance.
- To measure in-store consumer reach at category level, determine optimal timing for display changing, understand display change effect on behavior, quantify and optimize in-store marketing and ultimately improve sales.

Ordering Information

IPD-504R – Business Intelligence Retail Solution

