

Is Your Store Future-Proof?

The Retailer's Guide to Building The Intelligent Store. Now.



There's no question the customer is now in charge of the retail experience. Shoppers are telling retailers which products they want at the price they prefer and which promotions appeal to them. To succeed, merchants need to meet the increasingly specific demands of their customers. They need to **act**, not react.

Since digital technology has come into play, retailers must now provide equally compelling digital experiences in-store as what consumers are receiving online, via smartphones and other personal mobile devices. With the right tools in hand, merchants can bring their operations into the future and create **The Intelligent Store. Now.**

As noted in a May 2012 study from Retail Systems Research, the top 3 uses of in-store technologies are:



1 Improving the customer experience



2 Putting the right information into managers' hands



3 Winning new customers and retaining current customers.

Future-Proof Your Store With Video Analytics

An Intelligent Platform that mines video data from your surveillance cameras for actionable real-time intelligence is the ideal solution to future-proof your store. Be sure your system offers the following features:



A customizable dashboard that provides a 24-hour, 360-degree view of customers across shopping channels, allowing retailers to adjust goals to maximize overall business performance.

State-of-the-art customer analytics that add a visual dimension to business intelligence, allowing merchants to quickly react to changes in customer demand in real time.



Open and flexible architecture that integrates with key retail systems, such as POS, inventory, ERP or RFID tags.

Superior Loss Prevention features that not only help reduce shrinkage, but also can be used to advance business intelligence.



To find out if your retail operation is poised for success, ask and answer the following questions:

- 1 How well do you know your best customers?
- 2 What kind of actionable data are you collecting and using to cultivate relationships with customers?
- 3 Are your products presented and displayed in ways that motivate purchases?
- 4 When customers ask a question about a product, are store associates armed with the right answers?
- 5 Which in-store technologies have you implemented to expedite purchases and manage queue lines?
- 6 How often do you make changes to in-stores based on changes in consumer preferences, technology and trends?
- 7 Are you using in-store video data for better and more complete business performance?
- 8 Do you have an enterprise-wide reporting system in place to achieve more informed goal-setting?
- 9 How successful has your loss prevention system been in fighting employee theft and organized retail crime?
- 10 Are you using an end-to-end retail optimization solution that integrates data from sources such as POS, inventory, or RFID tags for a richer, more relevant picture of your store?

3VR VisionPoint Analytics for Retail

3VR uses the power of **Video Intelligence** to allow retailers to optimize operations by responding quickly to customer needs and market trends. Using our best-in-class **Video Intelligence Platform**, 3VR **VisionPoint Analytics** for Retail offers an end-to-end retail optimization solution. Through a customizable dashboard, merchants can gain a 360-degree view of customers across shopping channels and adjust goals to maximize overall business performance. Based on real-time intelligence fitted to their organizations, decision-makers can quickly find answers to questions around comp-store sales, SKU profitability, queue efficiency, store layout and more, and then take the appropriate action to boost profits. Combined with award-winning loss prevention features, the 3VR solution converts each brick-and-mortar location into **The Intelligent Store. Now.**

Learn More

Contact 3VR at 877-387-6061 or info@3vr.com to learn how you can optimize operations and boost shopper satisfaction by creating **The Intelligent Store. Now.**

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