



## March Networks Retail Solutions

### Optimize Business Results, Improve Customer Satisfaction and Protect Profits

The March Networks® Retail Solution delivers transformative business insights, helping you analyze metrics on conversion rates and speed of service, reduce loss prevention investigation times, audit stores quickly and efficiently, and conveniently package case evidence.

Simple and accurate reporting tools help you understand customer behavior so you can improve service, maximize marketing efforts and grow your bottom line.

## Protect profits and improve store operations.



### Review lists of customized events and transactions that are important to your store's operation.

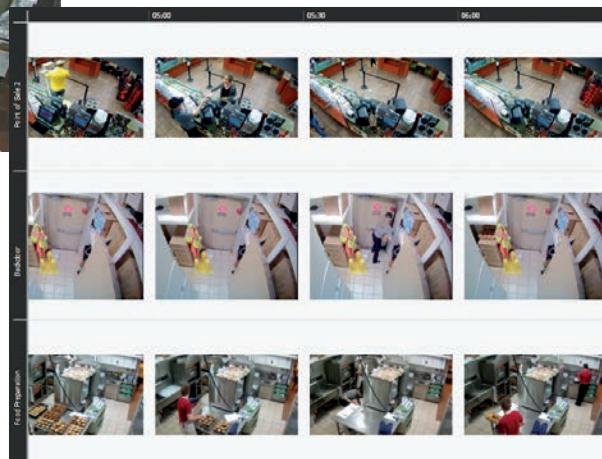
- Define rules based on transactions, video analytics (security and business), or a combination of both.
- Review simple exception-based reports.
- In grid view, filter by Site or Triggered Business Rule.
- Show full receipt with line items for transaction-based rules.
- Review line item by line item with synchronized video.
- Analyze video via the easy-to-use interface.
- Reduce the amount of time it takes to find suspect activity, such as transactions that exceed a specified amount.

Site	Time	Triggered Business Rule
Store 123	03/5/14 12:35PM	Refund >\$50
Store 123	03/9/14 12:46PM	Refund >\$50
Store 86	03/10/14 10:01PM	Safe Drop \$0
Store 20	03/13/14 01:20PM	Transaction > \$100
<b>Store 123</b>	<b>03/18/14 12:30PM</b>	<b>Refund &gt;\$50</b>
Store 15	03/21/14 05:00PM	Customer Not Present
Store 31	03/21/14 09:30AM	Transactions <\$1
Store 20	03/22/14 11:58AM	Transaction > \$100
Store 123	04/01/14 12:40PM	Refund >\$50
Store 41	04/02/14 08:01PM	No Sale



### Understand what's happening at one or more of your stores at any time, day or night.

- Review snapshots taken from specific cameras, from every 30 minutes to every four hours.
- View thumbnails taken from an individual camera over a period of time, or from multiple cameras or locations..
- Click on a thumbnail to play the recorded video.
- Spot check your store(s) to discern operational issues, such as how clean the store is, if employees are properly dressed, and if the shelves are properly stocked and displayed.
- "Check off" your thumbnails of preference, then send those HD quality images via email.



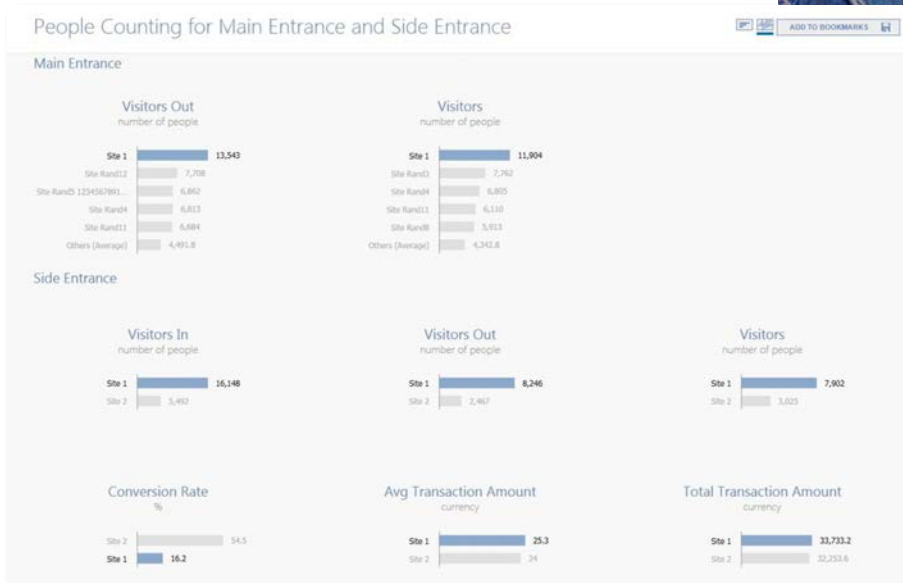
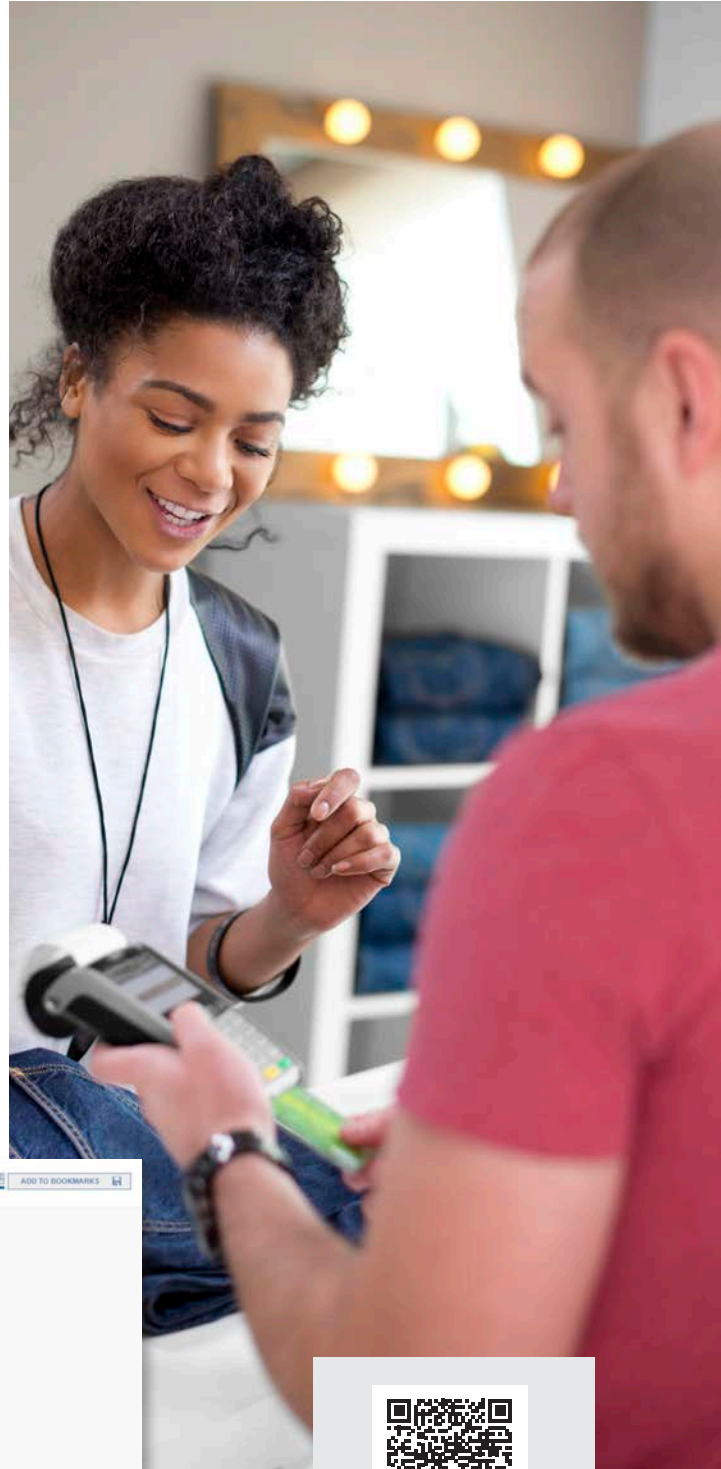
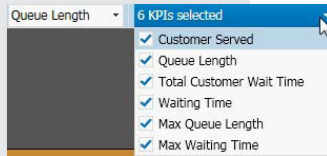
# Reduce shrink and capture vital business analytics with one complete system.

## Uncover customer trends and key performance indicators (KPIs) to drive more efficient store operations.

- See how many customers are in your store at any given time.
- Determine conversion rates.
- Identify the average number of people waiting in a queue, and average amount of time they waited.
- Get daily emails listing all instances of exceeded wait times; emails include a link to the details and video for each instance.
- Learn how long people dwell in a particular area of your store.
- Determine what percentage of customers remain in a specific area for a length of time.
- Determine if transactions are taking place when no customer is present.
- Compare store layout efficiency.

### Establish KPIs, based on factors like:

- Which store turns more shoppers into buyers
- The time or day that most people are waiting in line, and for how long (to measure customer service and implement staffing changes)
- The success of a particular end-cap or promotion



Click or scan QR code to learn how Rent-A-Center uses the March Networks Retail Solution to drive sales and profitability.

## The product portfolio that's custom-built for retailers.

Every aspect of this portfolio has been specifically designed to help retailers detect and report on losses, improve operations, enhance safety, and support their IP video migration strategies, while making the most of their existing analog investments.



### 8000 Series Hybrid NVRs

The most powerful, reliable, feature-rich hybrid NVR in the industry. Available in 4, 8, 16 and 32-channel models, these appliance-based recorders allow you to migrate from 100% analog to 100% IP video at your own pace.



### Brickstream® 3D Analytics Sensor

Captures and analyzes data on people counts, presence detection, queue lengths/wait times, and service arrivals/service times. Searchlight incorporates these analytics with your store's transaction data, video, and alarms, giving you a complete view of your business.



### March Networks Command™ Enterprise

These administration and management tools include centralized system management, health management, user and license administration, live monitoring, alarm management, investigation, and more.



### Command Mobile

Access live and recorded surveillance video from your smartphone or tablet with the free Command Mobile smartphone app.



### March Networks Searchlight™ for Retail

Combining video with POS transaction data and business analytics, Searchlight delivers valuable insights into customer behavior, employee performance and overall store operations, giving you the powerful video-based intelligence you need to protect and grow your business.



### March Networks Managed Services

Our 24/7 Network Operations Center will remotely monitor and manage your video systems across your entire footprint, then identify and initiate action on any issues before they can affect performance.

*Find out more about how you can start improving operations and driving profit for your retail business at [www.marchnetworks.com/searchlightforretail](http://www.marchnetworks.com/searchlightforretail)*

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