Searchlight for Retail

Intelligent software application that integrates video, analytics, and data (e.g., POS, RFID, weigh scale, and license plate recognition)

March Networks® Searchlight™ for Retail combines enterprise-class video management with intelligent software applications to help retailers cut losses from theft, oversee operations, improve service, and increase profits. By integrating surveillance video with point-of-sale (POS) and RFID data, Searchlight alerts loss prevention staff and business owners to instances of potential theft, and reduces investigation time from hours to minutes. Searchlight's business analytics deliver valuable insight on occupancy, speed of service, transactions being conducted with no customer present, and customer interest.

Key Benefits

▼ **Transaction Summaries.** View and compare user-definable report summaries (voids, refunds, discounts, etc.) to identify potential issues based on transaction trends over time.

▼ **Transaction Reports.** Review transaction data integrated with video to quickly investigate instances of potential internal theft, and to evaluate employee behavior at POS.

▼ **Business Analytics.** Uncover customer trends and employee Key Performance Indicators (KPIs), and gain insight into overall store operations.

▼ **Operations Audits.** Review snapshots from the cameras at your stores to see what's happening, and discern operational issues like store cleanliness and safety concerns

▼ **Business Rules.** Detect possible fraud by reviewing lists of transactions and events that are important to you, e.g., no sales, safe drops, and transactions that exceed a certain amount, and be automatically alerted about these events via email.

▼ **Security Audits.** Filter by store and/or alarm type, and view alarm video from the vantage point of one or multiple cameras; export alarm details along with relevant video and audio evidence.

▼ **Integrates with leading POS (including Cloud-based POS integrations) and RFID software.** A portfolio of POS and RFID integrations are available off-the-shelf; customized integrations can be configured as needed.

▼ **Customized landing page report.** Any Searchlight report can be saved as your default report, complete with filter parameters set to desired values. Each time you access Transaction Reports, that default report will automatically be displayed.

Be alerted to instances of potential theft, reduce investigation time from hours to minutes, and gather valuable metrics on your operations, marketing and customer service.
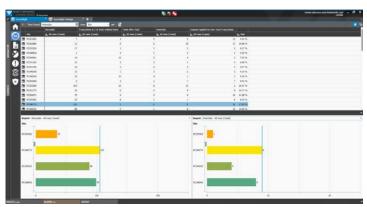
Get a complete view of your business through video

TRANSACTIONS SUMMARY

Identify potential issues based on transaction trends over time

- View up to five user-definable report summaries (voids, refunds, discounts, etc.) from one store or a group of stores.
- Compare report summaries in dashboard display to easily analyze results.
- Determine trends such as high and low employee (or store) performance.
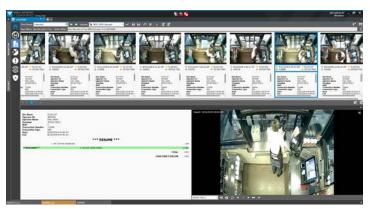- Identify potential issues or internal theft based on type of transaction.

This Transactions Summary compares the number of discounts (bottom left) vs. the number of overrides (bottom right) for each store

TRANSACTION REPORTS

Investigate transactions integrated with video

- Display list of all store transactions and filter by employee, transaction type, transaction amount, etc.
- Show full receipt with line items.
- Review line item by line item with synchronized video snapshots.
- Analyze video via the easy-to-use interface.
- View thumbnails (with or without transaction receipts).
- Find instances of internal theft.
- Evaluate employee behavior at POS (e.g., how well staff enters multi-item orders).
- Look up additional transactions that are related to the highlighted transaction.

This Transaction Report lists all instances of a manager giving a 100% discount to a drive-thru customer.

BUSINESS ANALYTICS

Uncover customer trends and Key Performance Indicators (KPIs)

- 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.
- Learn how long people dwell in a particular area of your store.
- 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
- Export business analytics data to an Excel file to incorporate into your own charts and reports.

This Business Analytic dashboard provides an hour-by-hour count of how many people entered and exited the store, the conversion rate, the average transaction amount per customer, and the total transaction amount for that time period.

Protect profits and improve store operations

OPERATIONS AUDIT

Review summaries of what's happening at one or more of your stores

- 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.
- Create a filter for your time-window-of-interest (e.g., 07:30 to 09:30) to show snapshots for only certain times of the day—at desired locations—and narrow it down to the particular cameras (e.g., Front Line or Vault).
- Click on a thumbnail to play the recorded video.
- "Check off" your thumbnails of preference, then right click to export to email.

This Operations Audit shows snapshots of the point-of-sale, the back room, and the kitchen, each taken at one hour intervals at this store.
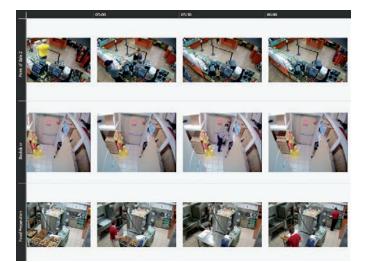
BUSINESS RULES SUMMARY

Review lists of customized events and transactions that are important to you

- Define rules based on transactions and/or analytics.
- 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, or transactions that occur when no customer is present at the POS.
- Get daily emails listing all instances of exceeded wait times; emails include a link to the details and video for each instance.
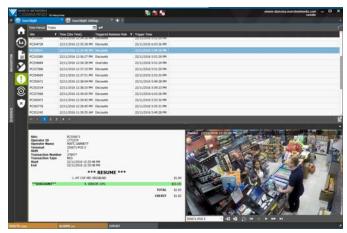

This Business Rules Summary lists all of the Business Rules that have been triggered at the various stores, and displays the details and video for the selected rule (in this case, a discount)
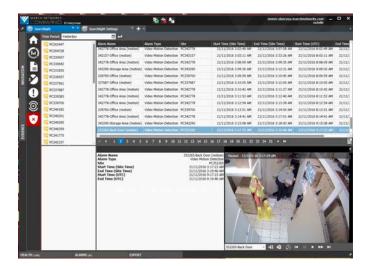
SECURITY AUDIT

View and manage your alarms

- Review a list of all alarms, including physical and logical alarms (e.g., video analytics).
- Perform security audits to look for suspicious behavior, such as:
  - Back door theft
  - Customers loitering in front of high-value merchandise
  - People entering sensitive areas
- Quickly filter by store and/or specific alarms and view associated video from one or multiple cameras.
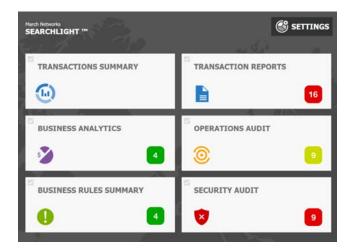- Export alarm details with relevant video/audio evidence.

This Security Audit lists all of the alarms that have come in for the various stores, and displays the details and video for the selected alarm (motion detection at the back door)

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KPI indicators on homescreen

The Searchlight homescreen contains KPI badges that indicate the number of transactions, alerts, and exceptions Searchlight has uncovered. You can click on these badges to drill down to the details regarding these transactions/alerts/exceptions, the thresholds for which are user-definable (by right-clicking on the badge).

ORDERING INFORMATION

27207	Command Enterprise Base Licence (required)
30794	Searchlight 4 Retail Base License
30847	Searchlight 4 Transaction Per-Location License (supports up to 32 POS devices and up to eight recorders per site)
30804	Searchlight 4 Business Analytics Per-Location License (supports any March Networks certified analytics cameras, sensors or devices)
24315	One-Year Software Maintenance Agreement (required for all Searchlight licences)
30903	First-Time Transaction Integration

Generating Business Intelligence

Searchlight integrates with several devices to deliver business intelligence that can help you improve customer service and grow profits.

The **Brickstream 3D Analytics Sensor** from Flir captures and analyzes data on the following:
- people counts
- queue lengths
- queue wait times
- service arrivals
- instances of transactions taking place when no customer is present

The **8000 Series Hybrid NVRs** offer an optional presence detection analytic that integrates with analog cameras, and can detect instances of an associate conducting a transaction when there is no customer present.

The **ME6 Series Cameras** offer AI-enabled security analytics for accurate detection of incidents. Analytics include abandoned object, wrong direction, loitering detection, tripwire, stopped vehicle, intrusion detection, and object removal.

License plate recognition allows you to log license plates detected by a camera at your drive-thru. Then with Searchlight, you can search and sort through license plates, and match those plates with video snapshots for fast and easy investigations.

For recommended Searchlight software system requirements, please visit marchnetworks.com/system-requirements/