

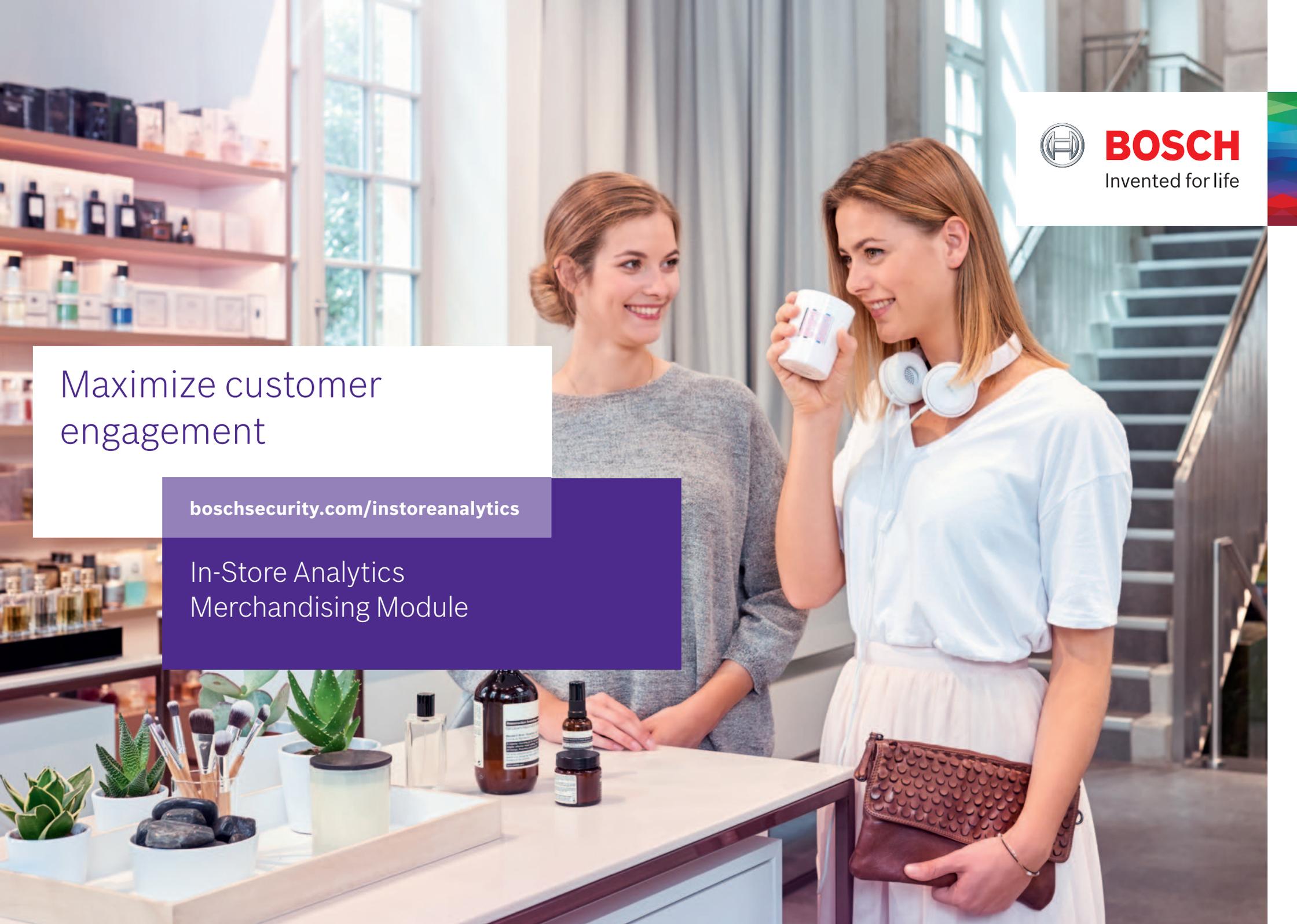


BOSCH
Invented for life

Maximize customer
engagement

boschsecurity.com/instoreanalytics

In-Store Analytics
Merchandising Module





Sales of retail products often depend on their placement within the store and at what point shoppers see them on their journey across the retail floor.



This information is critical to improve merchandising floor sets, yet often unavailable which leaves you working based on point of sale data - no direct indicator for merchandising performance as it is influenced by many other factors.

Make merchandising decisions based on
real-time customer behavior data

A toolset to measure and optimize engagement

The In-Store Analytics Merchandising Module provides dedicated tools which help you gain actionable insights into how customers engage with your fixtures and product placements in store every day. Monitor merchandising performance, uncover high and low performing concepts, inspire improvements and measure their impact real time.

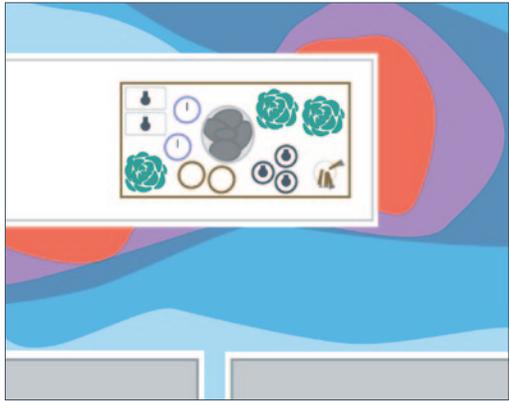


Increase placement profitability

Traffic Visualizations



- ▶ Understand which store layouts entice customer engagement in focus areas.
- ▶ Identify hot traffic zones to help guide product and promotion placement.
- ▶ Uncover cold traffic zones as reasons for low product sales.



You can create traffic visualizations by marking any area of interest on your store plan. Visualizations come with reliable colour/data scales, helping you to compare them across stores.



Maximize display performance

Engagement funnel



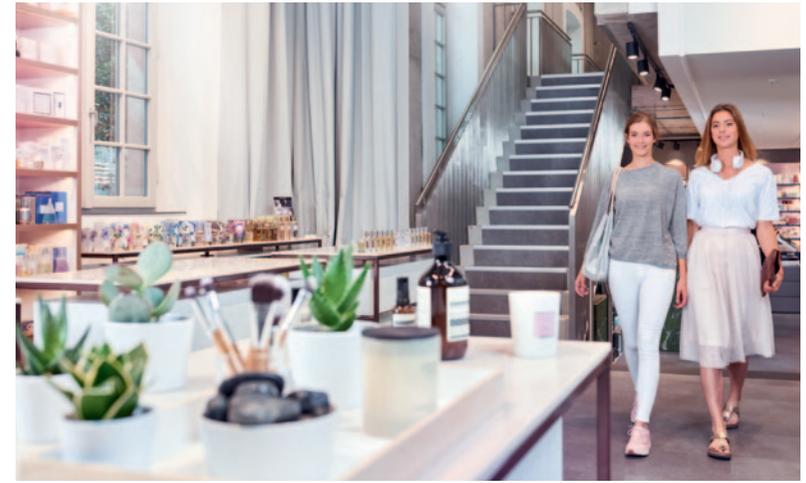
- ▶ Monitor how product displays perform across all your stores.
- ▶ Find out which concepts are most successfully engage passers-by.
- ▶ Uncover low-performers which need optimization.



Collect engagement metrics by marking any area of interest on your store plan, be it a department, a fixture or even a part of a fixture, like the side of a product table. You will soon get a feel of your areas' typical pass-by traffic, the percentage you manage to engage with your product placements and which measures are most successful to increase this engagement.

		
Passed by	Dwelled	Engaged
Total 600	Total 110	Total 65
% 100	% 18	% 10
speed slow	sec. 21	sec. 95

-82%



Boost first impressions

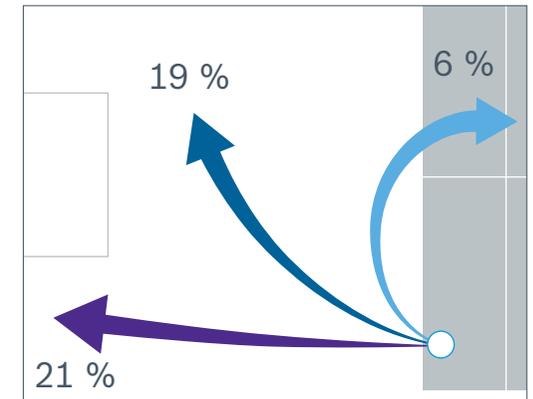
Flow Analysis



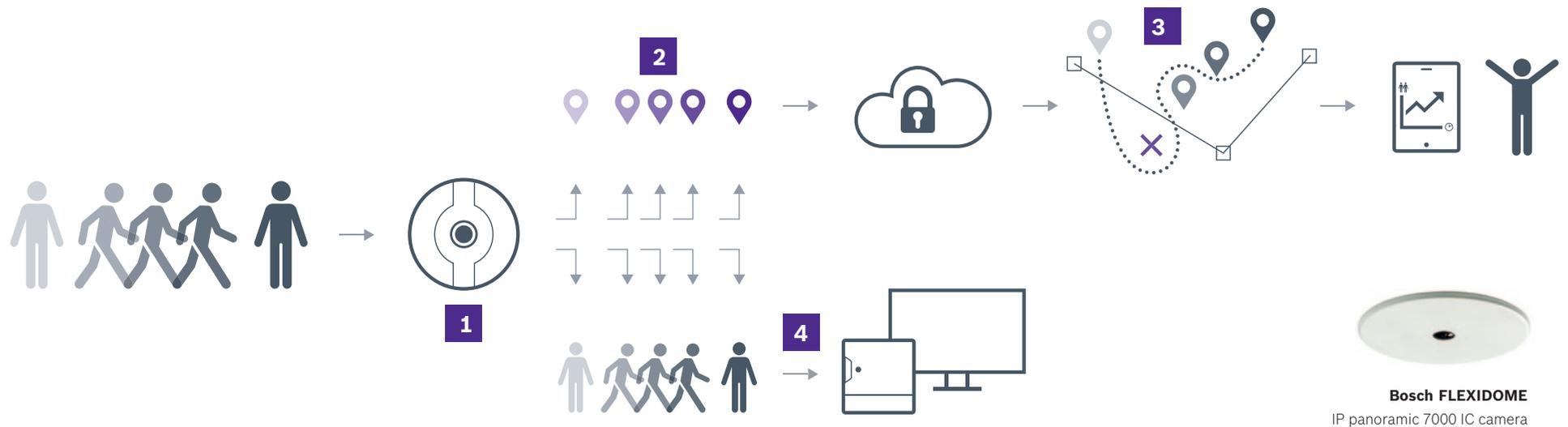
- ▶ Determine if shoppers are navigating how you intended and really seeing your most important displays first.
- ▶ Understand how different store layout types impact customer flows.
- ▶ Uncover flow-blocks as reasons for low product sales.



Intuitively build flow maps by asking questions like "from all shoppers which entered this floor, how many went straight to the advertised product?" The results will help you build real life data-backed cases for new layout and department design ideas.



Bosch FLEXIDOME IP panoramic 7000 MP cameras are positioned to provide visibility across your stores. Their position data is sent to the cloud where it is mined into performance metrics and traffic visualizations.



A scalable and reliable system setup.

Reliable data

Multiple layers of data processing get our data and visualizations as true to reality as possible. FLEXIDOME IP panoramic 7000 MP cameras **(1)** come standard with Intelligent Video Analytics which reliably tracks people and generates position data **(2)** of their movements throughout the store. Position data is then sent to the cloud, where advanced cloud-based processing algorithms filter it according to individual store environments **(3)** achieving a minimum of 95% data accuracy.

Unobtrusive, protecting shoppers privacy

Position data is anonymous and sent to the cloud independent of the actual video streams, protecting the privacy of shoppers in your stores. The video streams are located locally **(4)** where they can be used for loss prevention purposes. Recording solutions like Bosch Video Management system allow for smart forensic searches of the video recordings. Our rewarded cameras can be painted over in your ceiling colour to seamlessly blend in.

Easily covering large store sizes

Position data generation on-board each camera allows distributed data processing, scaling across the largest store surfaces, so you can analyse and optimize merchandising and service performance in any corner of your store. Performance is not limited by the processing power of an onsite PC, a common hindrance to the success of other retail analytics solutions.

A Tradition of Quality and Innovation

For over 125 years, the Bosch name stands for quality and reliability. Bosch is the global supplier of choice for innovative technology, backed by the highest standards for service and support.