



# TrueVUE Traffic Reporting & Device Health Monitoring

Without direct knowledge of store traffic, advertising and promotion performance, you are playing guesswork when it comes to conversion of shoppers to buyers. Tyco Retail Solutions' TrueVUE Traffic Reporting, captures data from all connected traffic hardware devices within the store environment, and reports on this data across the retail enterprise. These reports provide intelligent store information to help you increase revenue by: measuring traffic and conversion rates, determining the impact of marketing campaigns and improving staffing models.

## Solution Value

The capture and analysis of real-time traffic data in and around the store helps to deliver:

- Increased Revenue** – by analyzing the impact of promotions on both traffic and conversion. Traffic intelligence helps you understand shopper behavior to optimize store layouts, improve product placement and maximize marketing campaigns' effectiveness. You now have the intelligence to maintain ideal associate-to-shopper ratios and optimize staffing levels during their busiest daily traffic times.
- Enhanced LP Effectiveness** – by optimizing resources for maximum effectiveness. Manage LP and associate staffing based on peak traffic hours to help ensure adequate coverage in high traffic, high-risk areas within the retail store. When linked to loss prevention, you can reduce false alarms by screening out inbound vs. outbound traffic alarms, as well as help intercept "boosters" and "jammer" devices as they enter the store with the intent to steal.

## Store Performance Platform

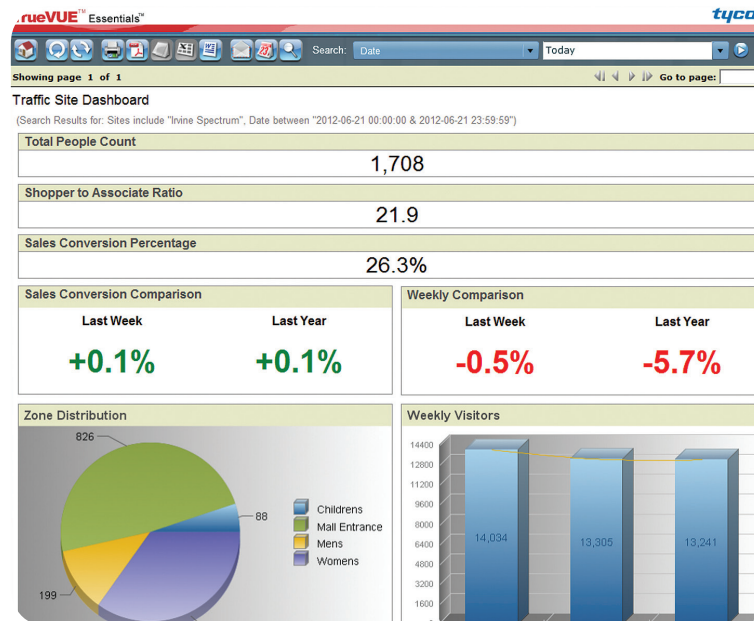
Our Store Performance and Security solutions reach across a broad array of mission-critical retail operations to capture, interpret, report and intelligently respond to real-time operational data from stores, employees, inventory and shoppers. These solutions leverage a common integration approach to hardware devices and systems, reporting and user interface to help lower operating and ownership costs, optimize asset investments, decrease obsolescence, and maximize scalability and extensibility. With this unified approach to our solutions, we can deliver the end-to-end integration that breaks down operational silos and promotes holistic decision-making in the store.

## Device Health Monitoring

The Tyco TrueVUE Enterprise Manager allows you to obtain, from a centralized location, an enterprise-wide overview of all connected devices inside the store environment. Within the enterprise overview, managers can drill down into a single store to review health and event logs of individual devices to easily locate any that might be off-line or experiencing intermittent connectivity issues.

## Broad Range of Reports

The Traffic Reporting package transforms real-time data into a variety of customized reporting formats based on your specific needs. By scheduling staff accordingly to actual customer volumes, you can ensure a superior customer experience while operating efficiently to produce higher margins.



## Tyco TrueVUE Traffic Site Dashboard Report

## Tyco TrueVUE Traffic Reporting & Device Health Monitoring

### Reports Available

#### Dashboards

Traffic Site Dashboard  
Traffic Division Dashboard  
Traffic Enterprise Dashboard

#### Standard Traffic

Traffic by Day  
Traffic by Hour  
Traffic by Zone  
Traffic by Zone by Hour  
Weekly Visitors  
Traffic Distribution by Store  
Traffic Summary  
Traffic Distribution by Division

#### Exception

Traffic Count Exception  
Shopper to Associate Exception  
Sales Conversion Exception

#### Conversion Rate

Conversion Rate by Store  
Conversion Rate by Store by Hour  
Conversion Rate by Division  
Conversion Rate by Division by Hour

#### Device and Diagnostic

Device List  
Diagnostic Summary  
Diagnostic Summary by Device  
Diagnostic Summary by Device by Day  
Diagnostic Detail by Device  
Traffic Accuracy by Store

### Key Features

- Highly configurable – Store level, enterprise or hosted
- Enterprise distribution and auto-update support
- Robust engine with powerful features
- Out of box report content – Dashboards, operational insights, etc.
- Extremely scalable – Support 1000's users
- Flexibility to incorporate custom reports

### Multiple Deployment Options

Traffic reporting is highly configurable at the store, enterprise or hosted level. TRS offers you the choice of where your analysis may be done.

- In-store - for tight integration with other systems and immediate response to EAS events.
- Corporate - for company control over sensitive information.
- Tyco Hosted - for minimized IT staffing costs and startup time.

### Comprehensive Service & Support

TRS offers a host of services from device-level installation and maintenance to solution-level professional support for our EAS Intelligence Solutions. Please contact your sales professional for more details or visit [www.tycoretailsolutions.com](http://www.tycoretailsolutions.com).

#### Leverage our strength and experience

Tyco Retail Solutions, a unit of Tyco International, is a leading global provider of integrated retail performance and security solutions, deployed today at more than 80 percent of the world's top 200 retailers. Customers range from single-store boutiques to global retail enterprises. Operating in more than 70 countries worldwide, Tyco Retail Solutions provides retailers with real-time visibility to their inventory and assets to improve operations, optimize profitability, and create memorable shopper experiences. The Tyco Retail Solutions portfolio for retailers is sold directly and through authorized business partners around the world. For more information, please visit [www.tycoretailsolutions.com](http://www.tycoretailsolutions.com).

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