

RETAIL APPLICATION SUITE

Run Your Business Smartly and Efficiently

ACTi Retail Application Suite is a cloud-ready solution that uses video analytics along with POS, positioning, weather and other metadata sources to help store owners understand customer profiles, behavior and shopping patterns with real-time and easy-to-understand reports. In turn, business intelligence and store operations can be optimized to build long-term brand loyalty and increase revenue.



HOW DOES ACTi BENEFIT RETAILERS?



Data Collection

- Video feed
- POS activity
- Positioning data
- Weather information



Data Analysis

- Video analytics
- Data analytics
- User-defined rules



Insights and Notifications

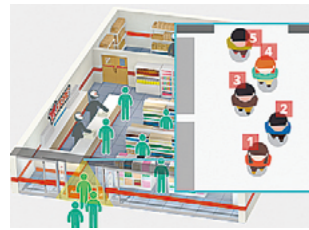
- Graphical reports
- Real-time alerts
- Customized dashboard
- Mobile client



Decision Making

- Store performance optimization
- Marketing strategy
- Customer experience enhancement
- Sales improvement

BUSINESS INTELLIGENCE



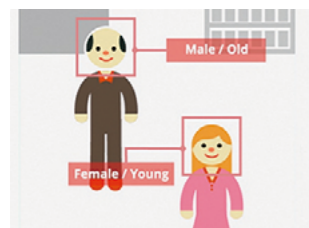
Customer Footfall

Optimize customer shopping experience and marketing campaign efficiency.



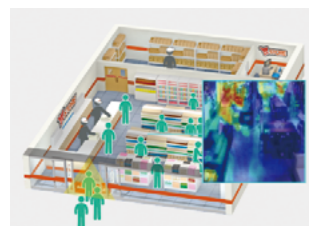
Conversion Rate

Get an accurate conversion rate and enhance selling strategy with people counting data compared with POS data.



Customer Demographics

Understand the distribution of customers and measure the performance of your marketing campaigns for different market segments.



Traffic Performance

Understand customers' interest in specific areas or products and maximize layout efficiency using heat map technology.



Weather Impact

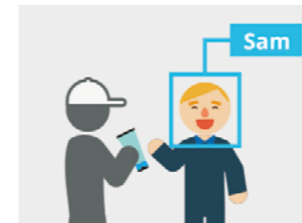
Learn the correlation between weather and customer traffic, weather and sales performance.

OPERATION MANAGEMENT



Incident Management

Manage all customer and employee related incidents with automated detection and handling.



VIP Customer Identification

Perform customized service to enhance shopping experience with the help of face recognition.



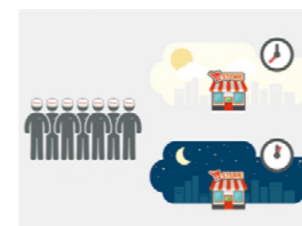
Smart Proximity Ads

Draw customers' attention with targeted ads based on age, gender and product proximity by RFID.



Customer Queue Management

Adjust the number of checkout employees based on real-time queue analysis and notification.



Human Resource Allocation

Learn the traffic performance of customers and adjust employee schedules accordingly.

WHY ACTi?



End-to-end Solution Provider

Incorporate in-house developed cameras, analytics and servers for a complete and stable solution.



Tailored Solution for Each Project

Employ various types of metadata and integrate your systems for wide range of applications.



Flexible Installation Type

Meet the needs of different environments with standalone, software-based, cloud-based and also hybrid solutions.



Visualized and Customized Insights

Easy-to-understand dashboard and reports delivering valuable information specifically for you.



Voice-controlled Assistant

Get business reports and control your devices instantly and hands-free.



Global headquarters
Tel: 886-2-2656-2588 Fax: 886-2-2656-2599

US/Canada office
Toll Free : 1-866-410-ACTI (2284)

www.acti.com

sales@acti.com

Learn more about Retail solutions



MKT-FRMAS-170518-000