**EXECUTIVE SUMMARY**

**Partner Affiliation:**
- Cisco Physical Security Technology Partner

**Associated Cisco Solutions:**
- Customer Experience Transformation
- Video Surveillance

**Customer Benefits:**
- Optimized staffing, improved service levels, and enhanced customer experiences
- Reduced out-of-stock situations and increased planogram compliance
- Improved visibility and insights into customer preferences
- Increased profitability by expanding use of video beyond surveillance and loss prevention
- Improved efficiency by facilitating management of compliance across hundreds or thousands of stores

**Targeted Industries:**
- Retail

**Geographical Regions Served:**
- United States and Canada
- Latin/South America
- Europe

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**Store Operations Analytics**

**Partner Overview**

**SCOPIX Solutions** is dedicated to providing retailers with new tools to improve operational awareness and store execution. The founders of **SCOPIX** combine deep retail industry knowledge and deep technical expertise to deliver practical and powerful solutions aimed at helping retail chains become more effective, efficient, innovative, and profitable.

**Partner Solution Description**

To give customers consistently high-quality shopping experiences, retailers must monitor and measure the performance of stores spread across hundreds or thousands of miles. As a business grows, monitoring performance through in-person visits becomes more expensive and provides only glimpses into current performance. Missed opportunities are inevitable.

**SCOPIX Store Operations Analytics** uses network-based IP video surveillance technology to give retailers a cost-effective foundation for continuous monitoring of store operations. The solution captures, analyzes, and measures live in-store conditions against specific benchmarks, transforming video footage into actionable business intelligence that benefits store management, operations managers, marketing teams, and merchandisers. By enabling better staffing and merchandising decisions, the solution improves the shopping experience. **SCOPIX Store Operations Analytics** helps today’s retailers increase revenue without increasing staffing by spending less time monitoring while gaining more insights about customers and processes.

**SCOPIX** employs a combination of proprietary image recognition, statistical algorithms, and analytical methodology to process and evaluate captured video data. Customer-specified key performance indicators (KPI) propel the analysis process and generate management reports and in-store alerts for immediate results. Retailers gain visibility over both asset movement through the store and employee response and engagement with customers.
With the Store Operations Analytics solution, retailers can:

- Identify opportunities for improving processes without increasing staffing
- Develop more effective training tools
- Introduce standardized operational practices
- Provide customers with consistent shopping experiences
- Extract actionable information that can improve return on investment

Core Components of the Partner Solution

SCOPIX customizes Store Operations Analytics to suit each retailer’s objectives. Solution elements include video monitoring and data storage, KPI design and measurement, customized reports, and staff and management training. SCOPIX Store Operations Analytics includes components that optimize:

- Sales personnel performance: Retailers can measure availability and attentiveness of store-floor personnel to avoid missed opportunities.
- Queues: Historical trend information and alerts help retailers dynamically match labor levels with actual customer flows to avoid long lines at registers and product counters.
- Merchandising and promotions: Operations executives, merchandisers, and buyers can monitor plan execution and results.
- Stock outs and facings: Helps keep products on the shelf by monitoring presence of items and providing timely data on frequency and duration of stock-outs.

Related Cisco Products

To facilitate the capture, transmission, viewing, recording, archiving, and management of analog and IP video sources, Store Operations Analytics uses:

- Cisco Video Surveillance IP Cameras: High-resolution MPEG-4 and/or H.264 digital cameras offer superior performance in many different lighting environments.
- Cisco Video Surveillance Media Server: A highly scalable and reliable video management platform that manages, replicates, distributes, and archives video streams.
- Cisco Video Surveillance Operations Manager: This Web-based user interface authenticates and manages access to video feeds.

Related Partner Information

- TechWise TV VoD: http://www.youtube.com/watch?v=qPJmzpYnTvS

For More Information

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Cisco retail industry solution information:

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Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

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