Searchlight for Retail — *As a Service*

A hosted solution for integrating surveillance video, analytics, and POS transaction data

March Networks Searchlight™ for Retail combines enterprise-class, reliable video management with intelligent software applications to help non-QSR stores curtail losses from theft, oversee operations, improve service, and drive profitability. By integrating high-quality surveillance video with POS transaction data and business analytics, Searchlight alerts franchisees to instances of potential theft, and reduces investigation time from hours to minutes.

Key Benefits

▼ **A hosted solution.** The Searchlight solution is hosted in the cloud and managed by March Networks, eliminating the need for you to purchase and maintain a server to run the software application.

▼ **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, safety concerns, placement of promotional displays, etc.

▼ **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.

▼ **Industry-acclaimed daily managed services.** All processing, health management, upgrades, and administration (including user management) are performed by March Networks and your integrator.

*Searchlight can help your stores improve operations and drive profit.*

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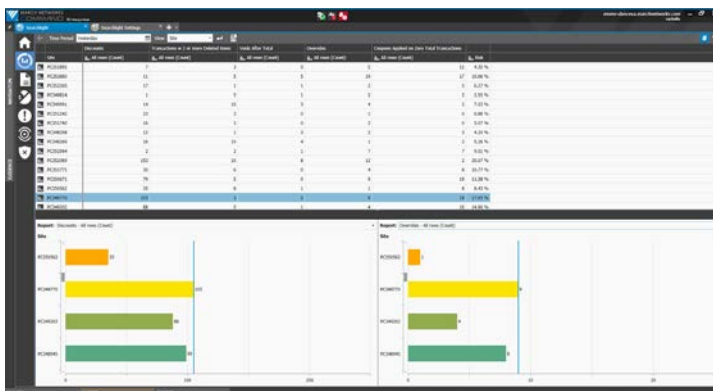
This Transactions Summary compares the number of discounts (bottom left) vs. the number of overrides (bottom right) for each store

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.
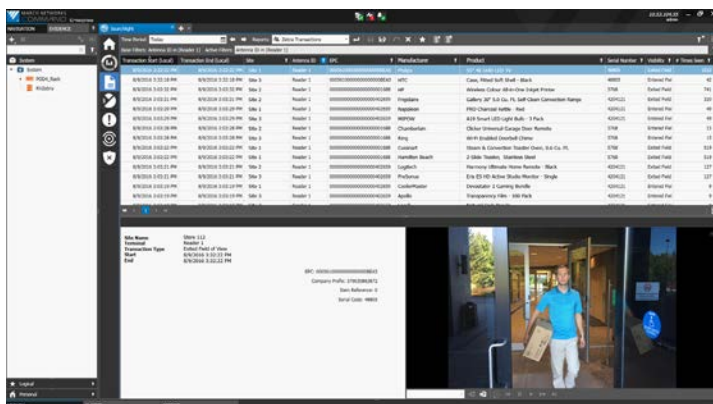
This Transaction Report lists all instances of an item being read by a particular RFID reader, and lets you see the circumstances around the last time a missing product was read by that RFID reader

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

- Review snapshots taken from specific cameras, from every 30 minutes to every four hours.
- Scroll horizontally to view thumbnails taken from an individual camera over a period of time.
- Scroll vertically to view thumbnails from multiple cameras or locations.
- 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.
- Click on a thumbnail to play the recorded video.
- "Check off" your thumbnails of preference, then right click to export to email.
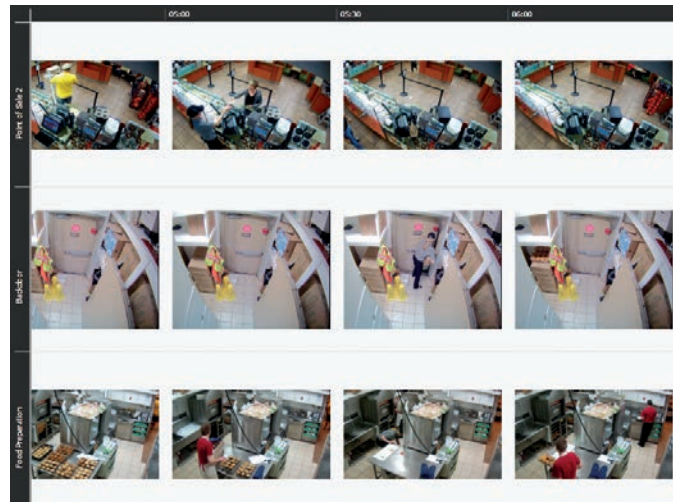

This Operations Audit shows snapshots of the point-of-sale, the back room, and the kitchen, each taken at one hour intervals at this store.

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.
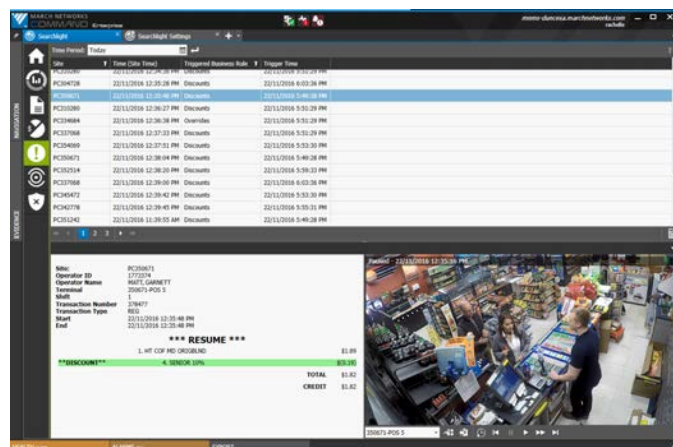

This Business Rules Summary lists all of the Business Rules that have been triggered at the various stores, and displays the details and video for the selected rule (in this case, a discount)

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.
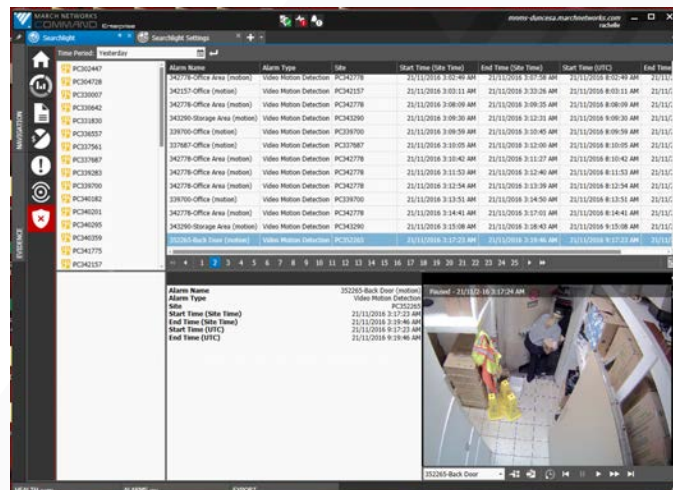

This Security Audit lists all of the alarms that have come in for the various stores, and displays the details and video for the selected alarm (motion detection at the back door)

Work with a team of experts to get the most out of your Searchlight solution

Integrate video, audio, and POS transaction data on a server hosted in the cloud and managed by March Networks.

Searchlight makes it easy for you to detect and report on losses, improve operations, and enhance safety across your stores, while a team of highly skilled technicians performs all system maintenance and administration.
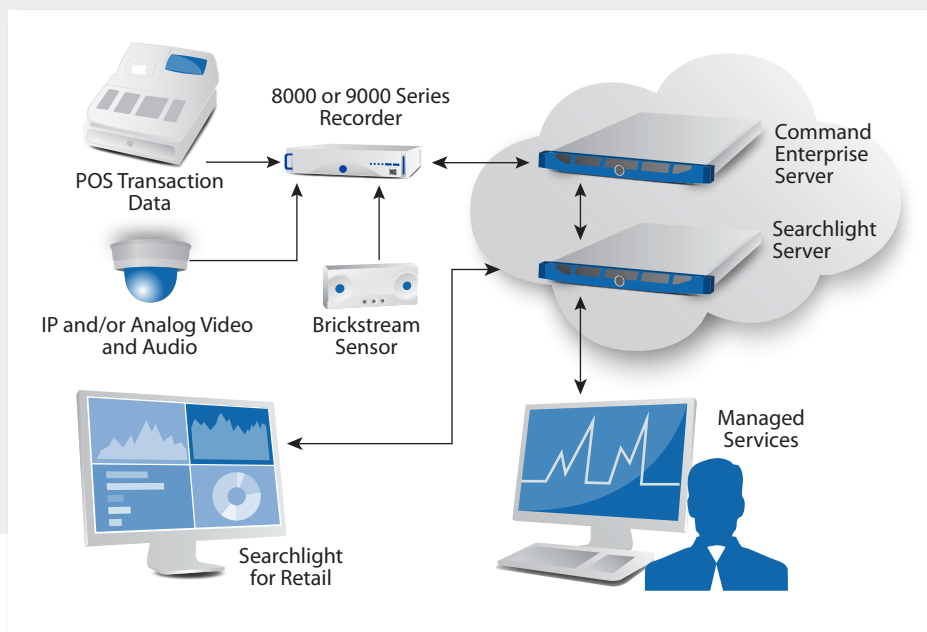
CLIENT INTERFACE

	COMMAND CLIENT	COMMAND PLAYER
Operating System	Windows 7, Windows 8, Windows 8.1 and Windows 10	Windows 7, Windows 8, Windows 8.1 and Windows 10 with Microsoft .NET Framework 4 installed
Processor (CPU)	Dual Core Intel Core 2 or better	Dual Core Intel Core 2 or better
HDD Space	50 MB	50 MB
Network Interface	Gigabit Ethernet	N/A
Memory	2 GB (minimum) 4 GB (recommended)	2 GB (minimum) 4 GB (recommended)
Video Card	Any video card (128 MB per monitor minimum) capable of 24-bit color depth (true color)	Any video card (128 MB per monitor minimum) capable of 24-bit color depth (true color), compatible with Microsoft DirectX 11 and Direct3D

The hosted solution allows you and your staff to focus on other priorities

▼ Invest in the solution and the technology, not the burden of deploying and managing it.

▼ All application and equipment monitoring, upgrades, regular backups, and administration are performed by March Networks and your integrator.

▼ Continual monitoring of system components across all of your sites speeds corrective action.

▼ Frequent checks of your transaction data flow, email alters, and operations audit images ensure Searchlight is providing you with current, accurate information.

▼ Daily reports are issued to your integrator, including alerts in the event corrective action needs to be taken.

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