

Searchlight for Retail

Intelligent software application that integrates surveillance video, analytics, and point-of-sale transaction data



March Networks Searchlight™ for Retail combines enterprise-class video management with intelligent software applications to help retailers cut losses from theft, oversee operations, improve service, and increase profits. By integrating surveillance video with point-of-sale (POS) transaction data, Searchlight alerts loss prevention staff and business owners to instances of potential theft, and reduces investigation time from hours to minutes. Searchlight's business analytics deliver valuable insight on occupancy, speed of service and customer interest.

Key Benefits

- ▼ **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.
- ▼ **Integrates with leading POS software.** A portfolio of POS integrations are available off-the-shelf; customized integrations can be configured as needed.

Be alerted to instances of potential theft, reduce investigation time from hours to minutes, and gather valuable metrics on your operations, marketing and customer service.

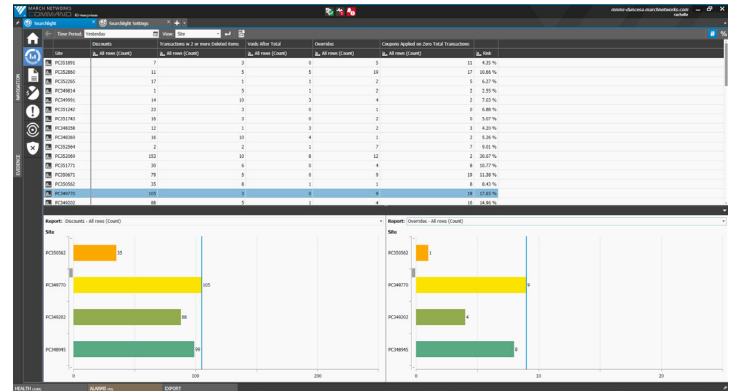
Get a complete view of your business through video



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.



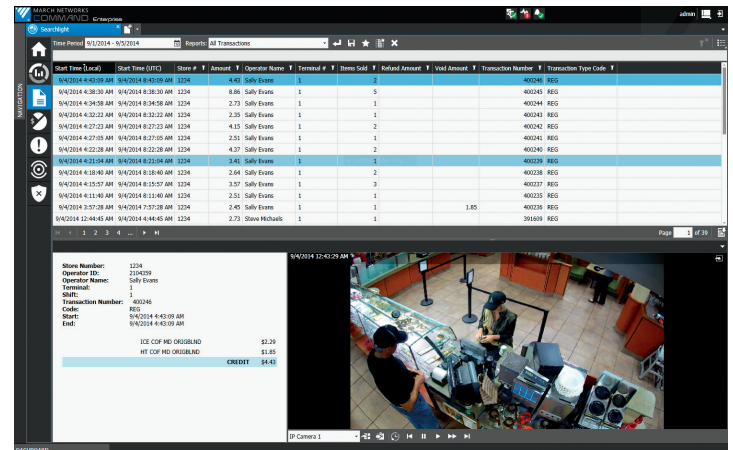
This Transactions Summary compares the number of discounts (bottom left) vs. the number of overrides (bottom right) for each store



TRANSACTION REPORTS

Investigate transactions integrated with video

- Show all store transactions in grid view to 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.



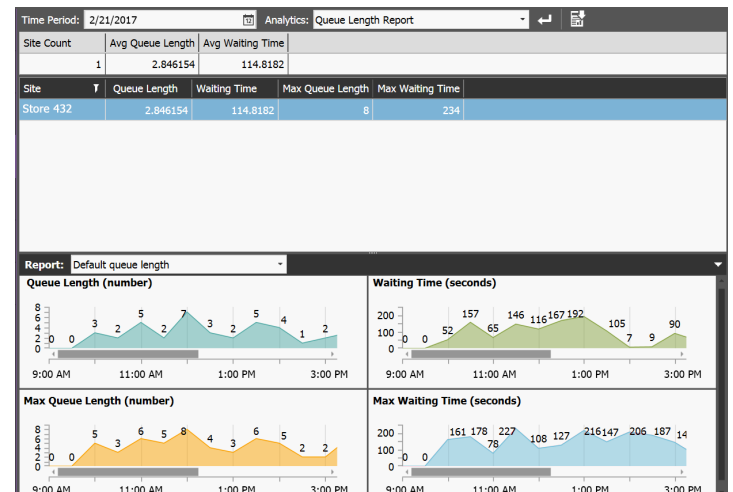
This Transaction Report lists all Voids After Total for the last 30 days for each store; the receipt details and video for the selected transaction appear at the bottom of the screen



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 the average (and max) number of people who waited in line at this particular store, as well as their average (and max) wait times.

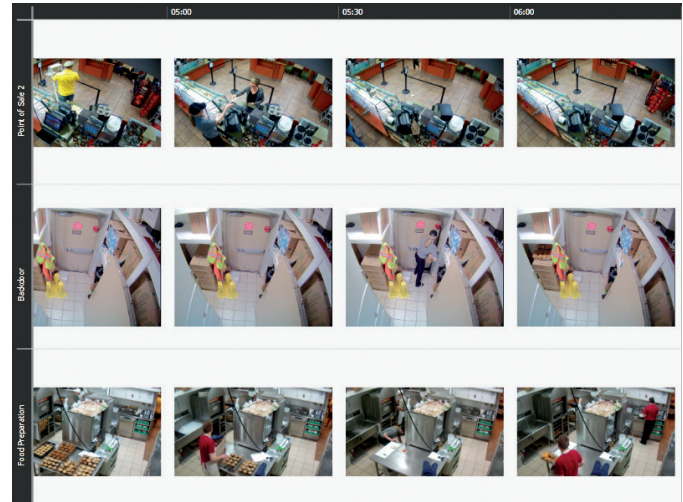
Protect profits and improve store operations with Searchlight for Retail



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.



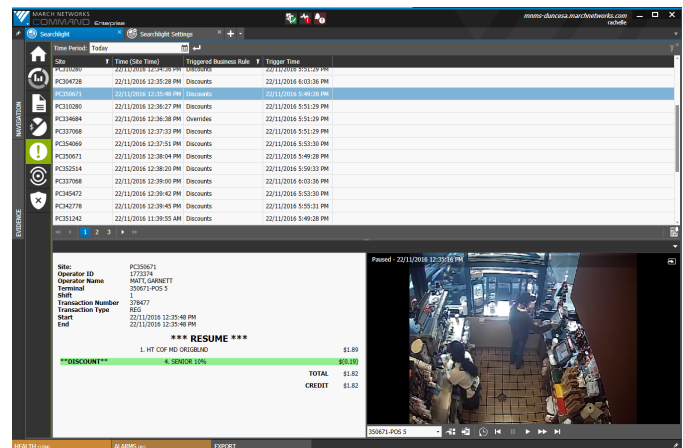
This Operations Audit shows snapshots of the point-of-sale, the back room, and the kitchen, each taken at one hour intervals at this store.



BUSINESS RULES SUMMARY

Review lists of customized events and transactions that are important to you

- Define rules based on transactions, video analytics (security and business), or a combination of both.
- 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.



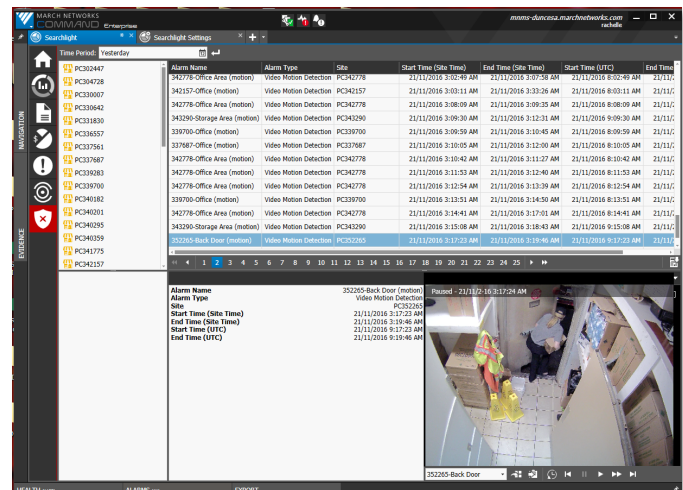
This Business Rules Summary lists all of the Business Rules that have been triggered at the various stores, and displays the details and video for the selected rule (in this case, a discount)



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)

Searchlight for Retail

RECOMMENDED SYSTEM REQUIREMENTS

The following server requirements are recommended for typical usage. Command Enterprise Server/Searchlight system specs can vary based on the size of the Command system, number of active users, and number of daily transactions. Please contact your March Networks Sales Engineer for specific project sizing.

CLIENT INTERFACE

	COMMAND CLIENT	COMMAND PLAYER
Operating System	Windows 7 SP1, Windows 8, Windows 8.1 and Windows 10 with Microsoft .NET Framework 4.5.2 installed	Windows 7 SP1, Windows 8, Windows 8.1 and Windows 10 with Microsoft .NET Framework 4.5.2 installed
Processor (CPU)	Intel i3 or equivalent (minimum)	Intel i3 or equivalent (minimum)
HDD Space	200 MB	50 MB
Network Interface	Gigabit Ethernet	N/A
Memory	2 GB (minimum) 4 GB (recommended)	2 GB (minimum) 4 GB (recommended)
Video Card	Intel HD 4000 video card (minimum) or an equivalent video card compatible with Microsoft DirectX 11 and Direct3D	Intel HD 4000 video card (minimum) or an equivalent video card compatible with Microsoft DirectX 11 and Direct3D

Generating Business Intelligence

Searchlight integrates with several devices to deliver business intelligence that can help you improve customer service and grow profits.

The **Brickstream 3D Analytics Sensor** from Flir captures and analyzes data on people counts, queue lengths/wait times, and service arrivals/times in the store.



The **8000 Series Hybrid NVRs** offer an optional presence detection analytic that integrates with analog cameras, and can detect instances of an associate conducting a transaction when there is no customer present.



ORDERING INFORMATION

27207	Command Enterprise Base Licence (required)
30794	Searchlight 4 Retail Base License
30847	Searchlight 4 Transaction Per-Location License (supports up to 32 POS devices and up to eight recorders per site)
30804	Searchlight 4 Business Analytics Per-Location License (supports any March Networks certified analytics cameras, sensors or devices)
24315	One-Year Software Maintenance Agreement (required for all Searchlight licences)
30903	First-Time Transaction Integration