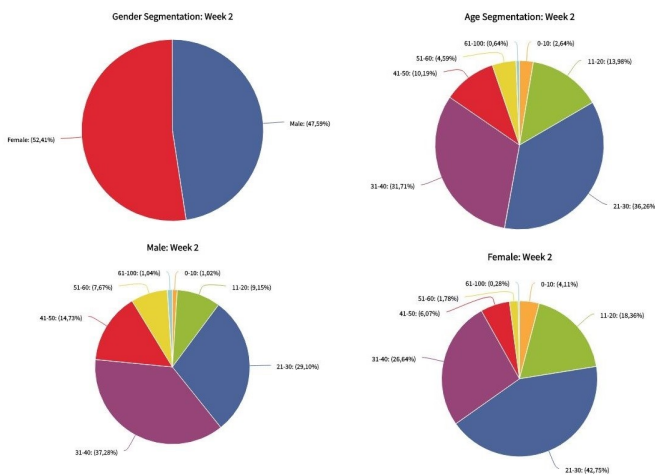


# sMart Data Warehouse 1.2 Highlights

The open platform to visualize and contextualize vital in-store-analytics and additional business data

## sSmart DASHBOARDS

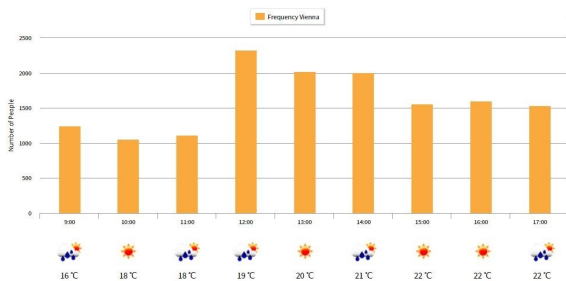
Key business information at a glance



Dashboards are the primary interface to your data in sSmart Data Warehouse. It is easy to create individual dashboards to visualize the most relevant sets of information. By comparing metrics such as customer frequencies or customer segmentation (geographic via iCAT number plate recognition, demographic via iCAT Face Detection) across time periods or locations, each user is able to quickly understand and keep track of the performance indicators of his or her interest and accountability. Additional information such as weather data can also be included.

## sSmart DATA ANALYTICS

Versatile tool for business analysts



Data Analytics enables an in-depth look at all data stored in sSmart Data Warehouse. Information about customer frequency, customer segmentation and more can easily be compared across timeframes or between different locations and specific queries will answer specific questions. sSmart Data Warehouse can thereby provide detailed insights into conversion rates, turn in rates, staff planning efficiency, store layout optimizations, and other business topics to empower retail executives to make the best choices.

## sSmart REPORTS

Automatic PDF reports for key decision makers

All the data collected in sSmart Data Warehouse can be compiled into password protected PDF reports which are regularly provided to key decision makers via e-mail. These reports are individually tailored and can be used to compare customer frequencies and customer segmentations across time (e.g. current month compared to last month) or between different locations (e.g. different branches of a retail chain).

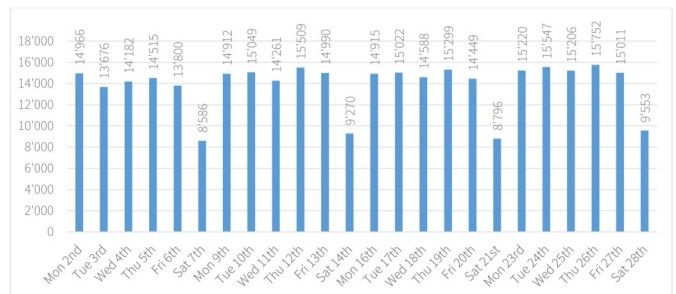
## Customer Frequency Statistics

Monthly report February 2015

### Overall Customer Frequency

Month	Frequency in people	% change compared to previous month
February	333'074	-5.40%
January	352'080	-0.85%
December	355'102	4.25%

### Overall frequency per day



## DEPLOYMENT OPTIONS

sSmart Data Warehouse is available in two different options

sSmart Data Warehouse is hosted on your organization's IT infrastructure. Due to incomparable compliance, sSmart can run on the hardware of your choice and on both Linux and Windows. Upon request, sSmart is even hosted on the same server that hosts the video management platform NETAVIS Observer with seamlessly integrated iCAT Video Analytics. This way, confidential data stays under tight control of a company's IT department.

sSmart Data Warehouse as a Service is hosted in the cloud, whereby the data is regularly uploaded via a secure connection. Therefore, the customer can access the dashboard and the reports as well as carry out specific data analysis at any time and from anywhere, without having to care about the operation or maintenance of suitable server hardware and infrastructure.