

Searchlight for Retail



March Networks Searchlight™ for Retail combines enterprise-class, reliable video management with intelligent software applications to help retailers cut losses from theft, oversee operations, improve service, and increase profits. By integrating high-quality 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 uses data on people counts, queue length counts/times, presence detection, and dwell times from March Networks® MegaPX Indoor Analytics Dome. Searchlight incorporates this data into its intelligent dashboards, which provide meaningful insight on occupancy, speed of service and customer interest.



ADVANCED POS INTEGRATION

Searchlight goes beyond typical POS text overlay by integrating directly with a central transaction server that enables you to search across multiple locations simultaneously, revealing shrink in one or multiple stores. Easy-to-use tools provide transaction summaries, including statistics on which store or employee has the most voids, returns, no sales, etc. You can also configure customized Business Rules, where the system automatically analyzes specific transactions, such as high dollar amounts.

TURN ANALYTICS INTO VIDEO-BASED BUSINESS INTELLIGENCE

Searchlight uses the metadata captured from the MegaPX Indoor Analytics Dome (people counting, queue length monitoring, dwell time, and presence detection) to provide hourly or daily trend analysis. Learn about customer behavior, such as the number of customers waiting in line and for how long. Uncover potential instances of cashiers conducting

transactions when no customer is present. You can also analyze store occupancy, and how long customers remain in a specific area of your store, such as at a promotion or end-cap. Combining business analytics with transactional data, you can discern conversion rates (how many shoppers became buyers) and the overall success of marketing campaigns.

OPERATION AND SECURITY AUDITS

Searchlight displays thumbnail images of camera-by-camera views within a store — or set of stores — every 30 minutes to four hours, providing managers with a way to remotely spot-check multiple locations and gain insight into customer activity, site maintenance, store policies and overall operational efficiency. The Searchlight Security Audits provide detailed reports on a variety of physical or logical events (for example, when back doors open). Events can be further investigated via video, and audio synchronized with details of the incident.

FEATURES

- Integrates with March Networks Command™ Client
- Integration with leading POS solutions
- Hourly or daily transaction reports and dashboards
- Search, sort and review transactions by line item, with associated video and audio
- Use data from people counts, queue length, dwell times, and presence detection to improve and grow your business
- Configurable rules identify unusual transactions

PART NUMBERS

- 27207 – Command Enterprise Base Licence (required)
- 30794 – Searchlight 4 Retail Base Licence
- 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 MegaPX Indoor Analytics Dome connected to recorders)
- 30993 – Per-Location Transaction + Business Analytics License
- 24315 – One-Year Software Maintenance Agreement (required for all Searchlight licences)
- 30903 – First-Time Transaction Integration



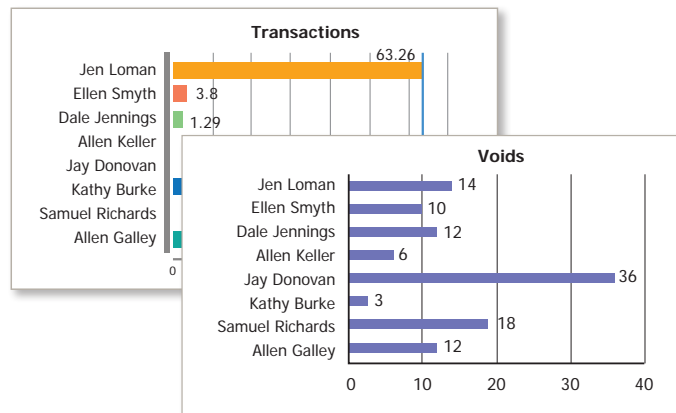
Get a complete view of your business through video



TRANSACTION 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.



TRANSACTION REPORTS

Investigate transactions integrated with video

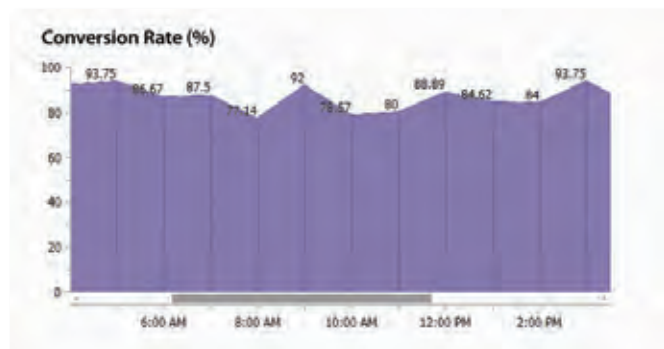
- Show all store transactions in grid view to filter by employee, transaction type, transaction amount, etc.
- Show full receipt with line items.
- Review line item by line item with synchronized video snapshots.
- Analyze video via the easy-to-use interface.
- View thumbnails (with or without transaction receipts).
- Find instances of internal theft.
- Evaluate employee behavior at POS (e.g., how well staff enters multi-item orders).



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.



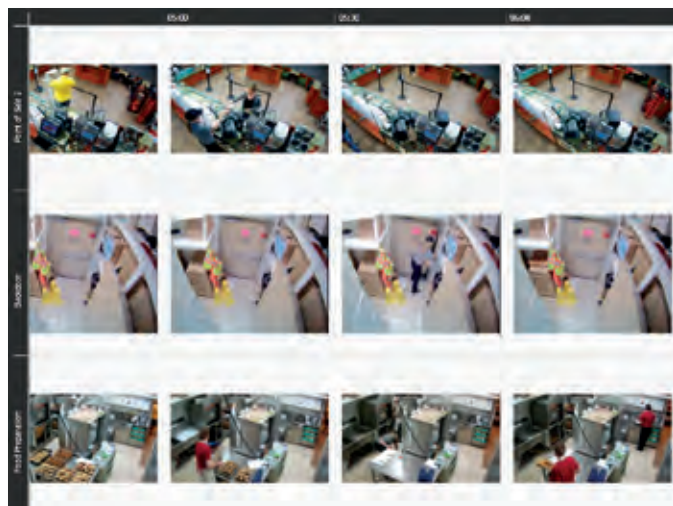
Protect profits and improve store operations with Searchlight for Retail



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.



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.

Site	Time	Triggered Business Rule
Store 123	03/5/14 12:35PM	Refund >\$50
Store 123	03/9/14 12:46PM	Refund >\$50
Store 86	03/10/14 10:01PM	Safe Drop \$0
Store 20	03/13/14 01:20PM	Transaction > \$100
Store 123	03/18/14 12:30PM	Refund >\$50
Store 15	03/21/14 05:00PM	Customer Not Present
Store 31	03/21/14 09:30AM	Transactions <\$1
Store 20	03/22/14 11:58AM	Transaction > \$100
Store 123	04/01/14 12:40PM	Refund >\$50
Store 41	04/02/14 08:01PM	No Sale



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.

Alarm Name	Alarm Type	Site	Start Time (Local)
Back Door	Physical Contact	NYC	09/10/14 12:15AM
Kitchen	Video Motion	NYC	09/10/14 12:46AM
Safe	Physical Contact	NYC	09/10/14 01:01AM
Kitchen	Video Motion	NYC	09/10/14 01:20AM
Back Door	Physical Contact	NYC	09/10/14 01:30AM
Back Door	Physical Contact	Boston	09/10/14 06:00AM
Outdoor Garbage	Loitering Detection	Hartford	09/10/14 07:30AM
Drive Thru	Physical Contact	Bronx	09/10/14 11:58AM
Vestibule	Loitering Detection	Chicago	09/10/14 02:16PM
Register	Area Obstruction	Dallas	09/10/14 08:01PM

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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.

	SEARCHLIGHT SERVERS
Operating System (OS)	Windows Server 2008 R2 SP1, Windows Server 2012
Processor (CPU)	Quad Core Intel Xeon
HDD Space	25 GB
Infrastructure	In addition to the storage used for the transactions, you will require internal or external storage (DAS, NAS, SAN) with the space and bandwidth capacity suitable for the image retrieving and retention function. The network connection to external storage (NAS, SAN) must provide the peak bandwidth required by the application.
Network Interface	2 x Gigabit Ethernet
Memory	32 GB

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

Integrate March Networks MegaPX Analytics Dome to create Business Analytics



*Calibrate the camera
for analytics in
less than 5 minutes!*

Searchlight integrates with the **MegaPX Indoor Analytics Dome** from March Networks, the camera that performs the people counting, queue length monitoring, customer dwell time, and presence detection analytics. Searchlight incorporates these analytics with your store's transactional data, video, and alarms, so you can see more about your store, improve operations, and grow profits.

FEATURES:

- 1080p images
- High Dynamic Range (HDR)
- True Day/Night (TDN)
- Alarm and audio I/O
- Remote zoom/focus, 3-9mm, DC iris lens
- Shadow Archiving™ with microSDHC
- Simultaneous H.264 and M-JPEG compression streams
- Business analytics (people counting, queue length, dwell time, presence detection)
- Security analytics (motion detection, wire-cross, active video tampering)