News Release

26th February 2011

ADT strengthens portfolio of retail performance solutions

Advanced software helps retailers increase efficiency, productivity and better manage assets

ADT, a leading global provider of retail performance and security solutions, has enhanced its store performance portfolio with additional important application. These enhancements provide retailers with the real-time business intelligence they need to increase efficiency and productivity, improve the customer experience and ultimately drive profitability. ADT's complete range of store performance solutions will be featured in Hall 6, booth A05 at EuroShop 2011, 26th February to 2nd March 2011 in Dusseldorf, Germany.

ADT has made significant investments in building a portfolio of store performance solutions that integrate intelligent and actionable information about the shopper, the facility and the inventory to create a single common environment. This critical store intelligence leads directly to better retail performance such as reducing shopper queuing time at check-outs and measuring effectiveness of point-of-sale promotions.

The latest addition to ADT's portfolio of solutions is a sophisticated video content analysis capability provided by Altworx. The Altworx software adds context and meaning to data feeds from existing sensor technologies, including video surveillance infrastructures, to align them with the retailer's own processes and skills, to create a dashboard of visual business information that enables intelligent decision-making. Data is analysed in real-time, allowing store personnel to respond quickly to changing conditions. For example, information can be downloaded from people-counting devices and video surveillance systems to recognise that a store is busy, queues are lengthening and therefore more checkouts should be opened.

Insights into in-store shopper behaviour are provided through Vizualize, a software package that includes a leading-edge suite of easy to use modules for people-counting, shopper behaviour, measurement of media effectiveness in store, and shopper engagement. Designed to provide insights into every element of retail shopper activity, Vizualize allows retailers to learn what works best to attract, engage and convert customer's interests into sales. It also enables management to make smarter decisions to improve the shopping experience.

“ADT offers retailers worldwide a truly holistic range of software solutions to break down the walls between disparate functions within a store. Our best-of-breed approach combines our software partners’ specialist capabilities with ADT’s 40-years of experience in the retail market to deliver deeper insights into store operations. We have combined solutions with a common look and feel, reporting capability and ease-of-use that help retailers to improve execution at both the store and enterprise level,” said John Smith, VP Retail, Continental Europe, ADT Fire & Security.

ADT has expertise with a wide range of retail environments – from the single store to regional operations to multinational enterprises, designing scalable solutions to adapt to the needs of individual customers.

Hall 06, booth A05

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Notes for the editorial office

About ADT

ADT, part of Tyco International, designs, installs and services electronic fire and security systems for residential, business and government customers. In Europe, the Middle East and Africa, ADT’s products include intruder alarms, closed circuit television, access control, electronic article surveillance, radio frequency identification, fire detection, integrated solutions and monitoring. They are used to deter thieves and protect people, goods and property.

For more information visit www.adt-deutschland.de