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Designed one step further

Count customers, control energy and gain customer loyalty – integrated security systems from ADT create business intelligence

The famous quote by Benjamin Franklin – "An investment in knowledge always pays the best interest" – says it in a nutshell. Knowledge pays off – a leading edge in knowledge and consequently the competitive edge pays off even more. Retail companies are therefore placing increasing importance on business intelligence. The underlying principle lies in: Collecting and connecting the flow of data from the various departments in a structured manner; it means analysing and evaluating these in different contexts in order to generate information and consequently knowledge as an entrepreneurial decision basis. In this respect, security specialist ADT focuses on technologically well-engineered and sustainable security applications which are interconnected effectively and intelligently. The aim of this interconnection is to exploit the potential of the single components to the full and release synergies. The band width of the various security components and their data output are complex: from electronic article surveillance (EAS), escape door control systems, sales voucher data analyses, RFID-technology in merchandise logistics and video monitoring systems to fire and intrusion alarm systems. Comprehensive business intelligence platforms merge the individual applications from the various departments, connect their most important data, link these into a higher management system and, furthermore, monitor and control the entire security system.

The SmartEAS System of ADT, for example, in this way connects all the EAS, detector and deactivation systems and sales voucher data analyses. Furthermore, customer footfall systems and an energy management, for example, provide additional information and thus tangible advantages for retailers: They make a concrete contribution towards saving costs when used along with the security components. The heating system, for example, can be controlled using the information from the customer headcount. As all customers give off their own heat, this means that at peak times with large numbers of customers, the heating can be turned down. At the same time, the customer headcount data connected with the counter transactions can provide valuable information for sales and marketing: Is the merchandise presented as well as possible and is it proportionate to the footfall and the aisles? Was it possible to increase the sales figures following a marketing action? Were staff members employed in the most suitable place according to actual requirements? Is the shop concept right? The possible application

areas in the retail sector extend to the entire value-added chain from development to the point of sale: The ability to control sales and marketing processes at the POS, to optimize the fittings in chain stores, plan the allocation of human resources in an efficient, customer-friendly way and reduce the amount of energy needed for heating and air conditioning – business intelligence creates a clear competitive edge.

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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.