

CROSS POINT

Retail Analytics

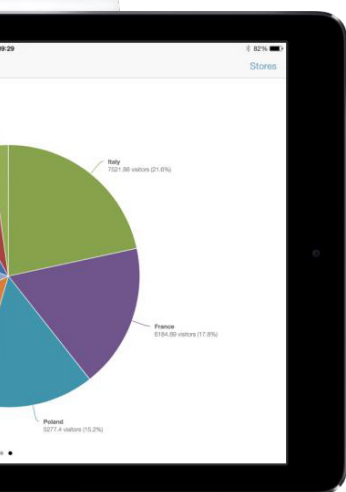
ANALYSE STORE PERFORMANCE

Cross Point Analytics is the tool for retailers who want to obtain insight in the performance of their stores. Through an easy-to-use web-based service and mobile apps, comprehensive store analysis and store monitoring can be achieved in a clear and convenient way.

Centralization of Point Of Sale and visitor counter information enables proper **store performance analysis**. Cross Point Analytics collects the centralized information and presents this in a clear and easy to use interface. Store comparison has never been this easy, complete and **accessible everywhere** through the usage of convenient web-based and mobile applications.

Retailers want to be sure that all equipment is working properly, but is it really? Cross Point products have a low failure rate, so most service calls are caused by user errors and can often be remotely solved without the need for a visit to the store. Cross Point systems are constantly monitored and if there are any issues, they will be resolved online before they even have an effect.

Installing just the CrossCONNECT Access Point makes it possible to receive visitor counting totals by e-mail or file transfer, where Analytics offers full data analysis features.



Unique features

- Complete insight in-store performance, over multiple stores
- Available for web, tablets and mobile phones
- Systems are automatically monitored on proper functioning
- Quick service, no waiting for a technician to arrive in the store
- Offered as a convenient subscription-based service

Features

	Data only Through Access Point	Remote Service Through Access Point	Analytics
Receive HTML, XML or CSV data of all stores	Standard	Standard	Standard
Send reports by email	Standard	Standard	Standard
In-store counting overview	Standard	Standard	Standard
Display stores on a map	n.a	n.a	Standard
Compare and group stores	n.a	n.a	Standard
Overview of all installed devices with status	n.a	n.a	Standard
Unlimited number of dashboards	n.a	n.a	Standard
User-defined dashboards	n.a	n.a	Standard
User-defined PDF reports	n.a	n.a	Standard
POS & weather integration	n.a	n.a	Standard
User management	n.a	n.a	Standard
Remote service	n.a	Standard	Optional
Extended footfall graphs	n.a	n.a	Standard
Tablet & mobile phone supported	n.a	n.a	Standard
Issue management	n.a	n.a	Standard
Number of stores supported	unlimited	unlimited	Unlimited
Data storage	n.a	n.a	5 years
Technical support	n.a	n.a	email & phone



Data security

- Cross Point acknowledges that your data is precious and has taken all the precautions to make sure your data is safe with us.
- Proven industry standards are used to secure our servers and data.
- External datacenters with an excellent track record on delivering secure servers are used.
- Managed firewalls are used to block external threats.
- Only ports that are required for CrossCONNECT and Analytics are accessible from the outside.
- All maintenance is done via a VPN connection, which is only accessible from the Cross Point LAN.
- Data transfer between the stores and the cloud is done via an SSL channel.
- Analytics applications (website and iOS applications) utilize the HTTPS communication protocol.
- The CrossCONNECT Access Point, Cross Point's gateway to the internet, can be put behind a firewall or in a private VPN that doesn't allow any incoming connections, to maximize security.
- The databases are not connected directly to the internet but are accessed via our own services. It is not possible to access the database from the outside.
- Critical account information is stored using salted hashed passwords for maximum security.
- An OR mapper is used to reduce SQL-injection attacks to a minimum.