

RetailFlux

Paradigm Shift In Retail



www.retailflux.com

FOUNDER TEAM



UMUT ÇINAR

CEO

11+ Years IT Experience

Senior Computer Eng.

PhD. Candidate, METU



JAN HILLESLAND

CMO

25+ Years Marketing, Sales

Ex VP of Carsberg

Shopper Marketing Professor





RETAIL ANALYTIC PLATFORM

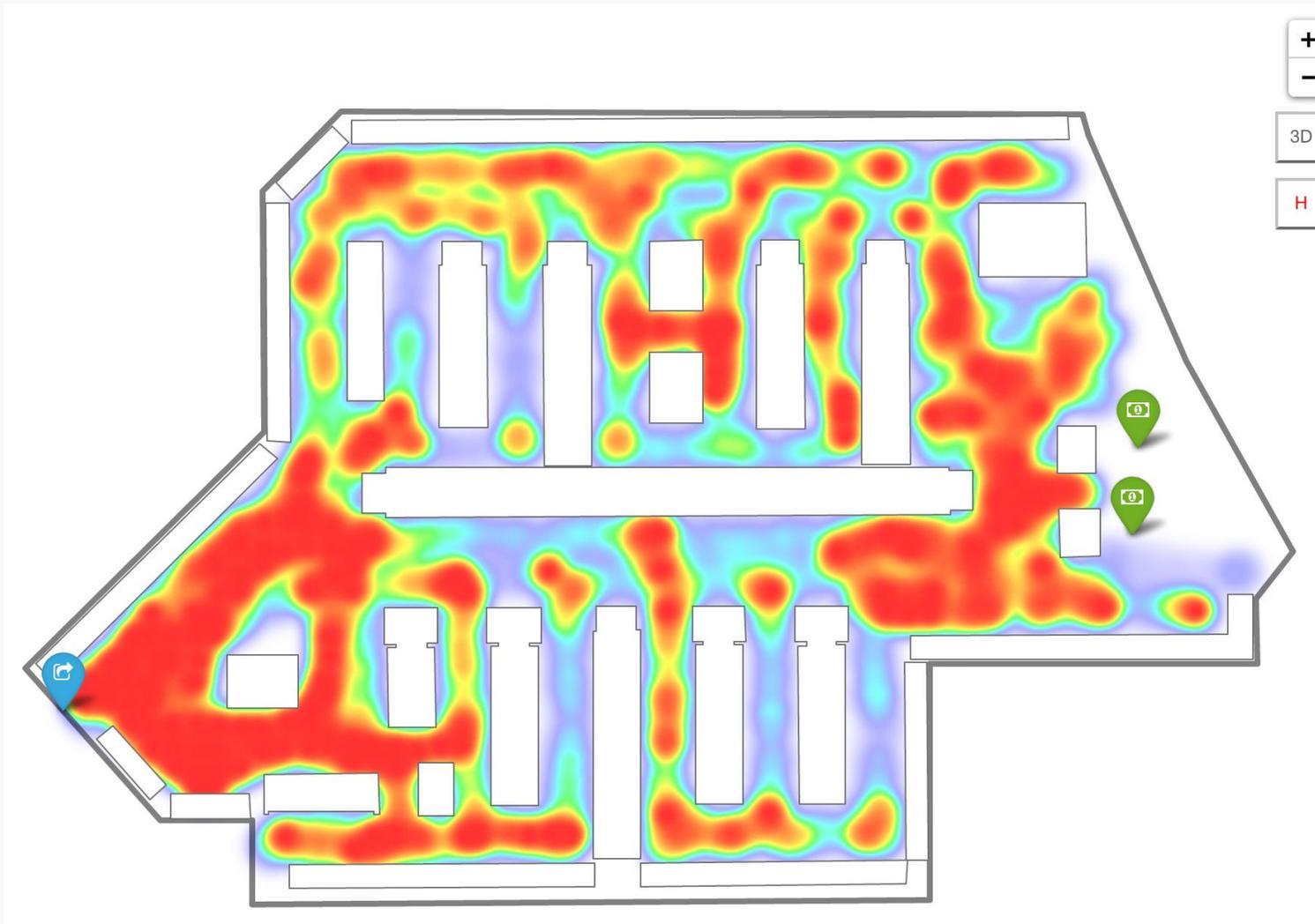
FULFILLING THE POTENTIAL

The Retail Equation



A NEW WINDOW

Everything about store & shopper interaction

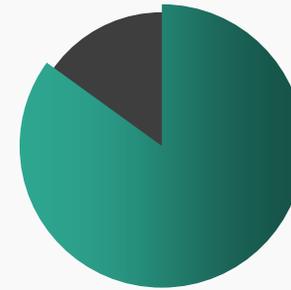
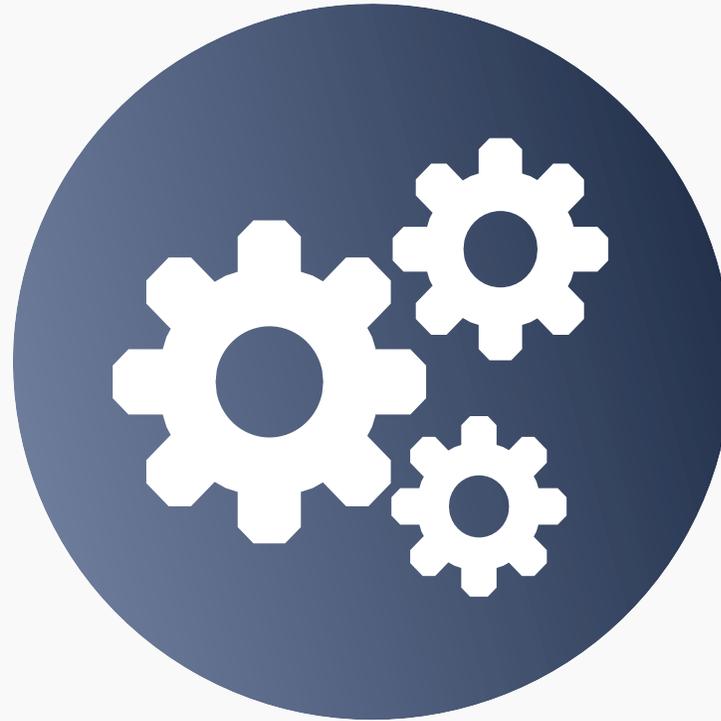


CORE TECHNOLOGY

Video Processing + Cloud + Big Data



In-store CCTV cameras



- Shopper Interaction Reports
- Store, Category Performance
- Store Heatmaps
- Service Quality Reports
- Enterprise Reports



RetailFlux ANALYTICS

Plug&Play Analytic Modules

SHOPPER FLOW

Store heatmaps, holistic shopper flow, hot & cold zones, dwell times

COUNTING

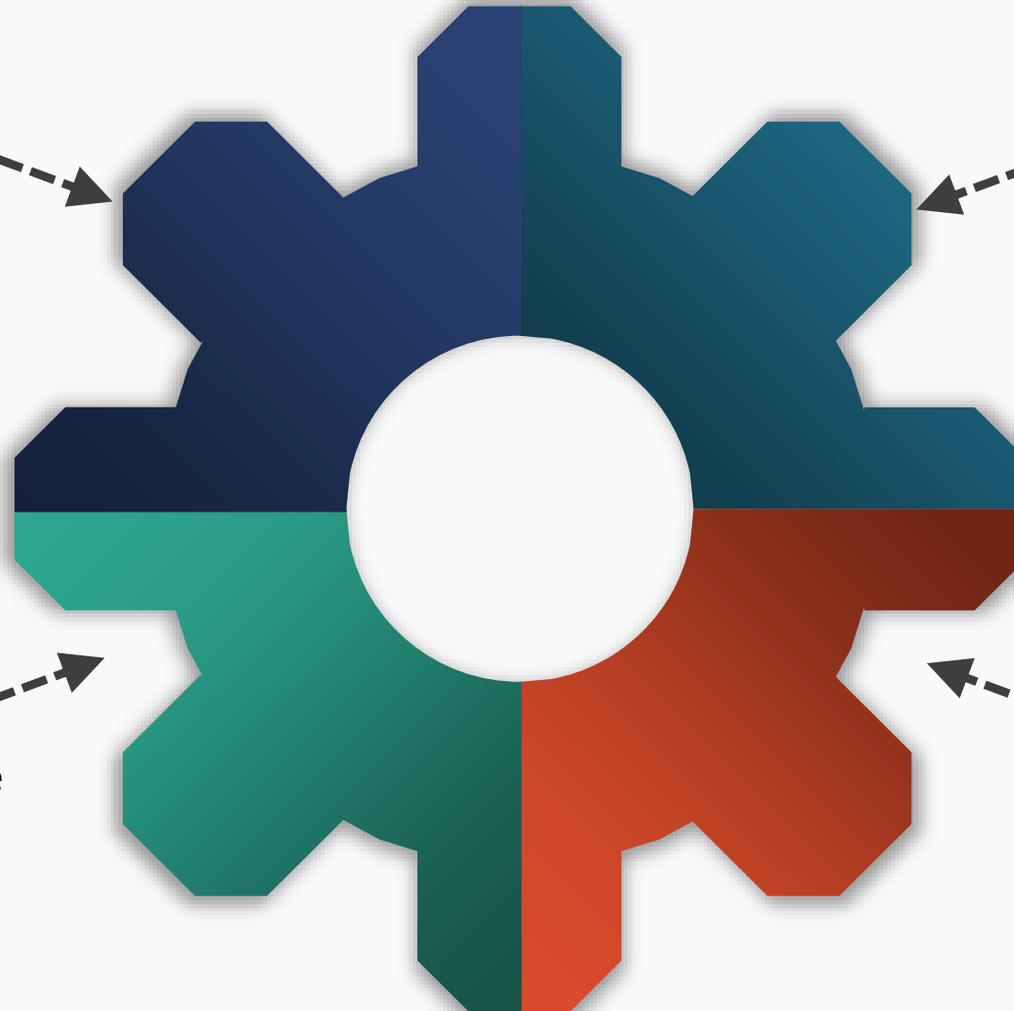
Store traffic, total number of visitors

QUEUE MANAGEMENT

Total time spent in the queues and the number of shoppers waiting in the queues

ZONE ACTIVITY

Traffic trends of product & categories



SHOPPER FLOW

Store heatmaps, dwell times



Unique



Passersby

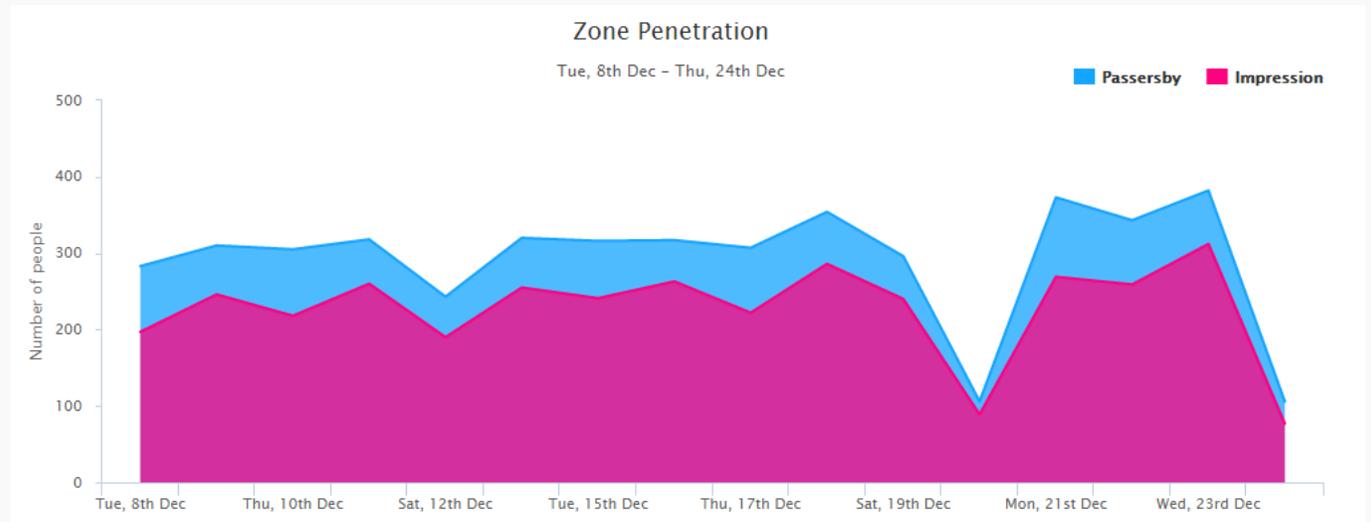


Dwell Time



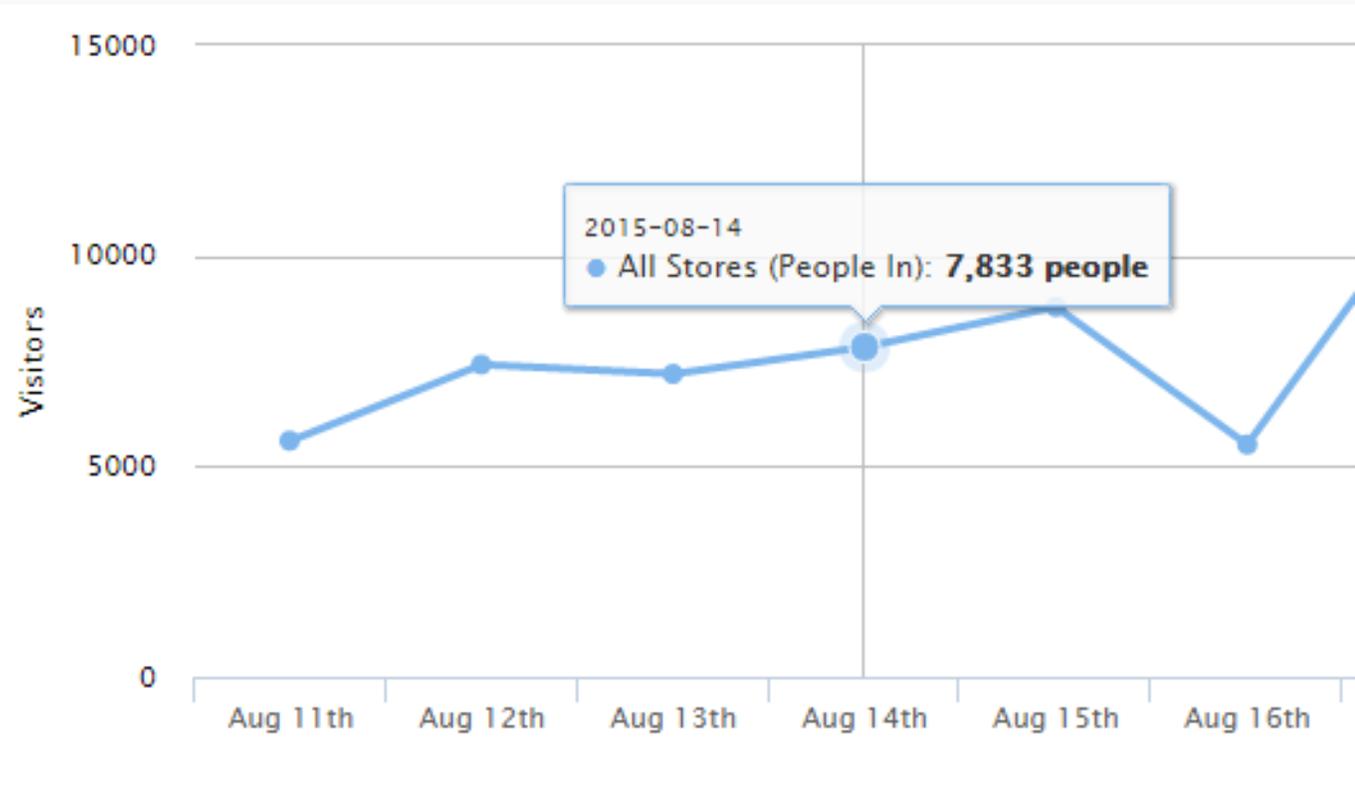
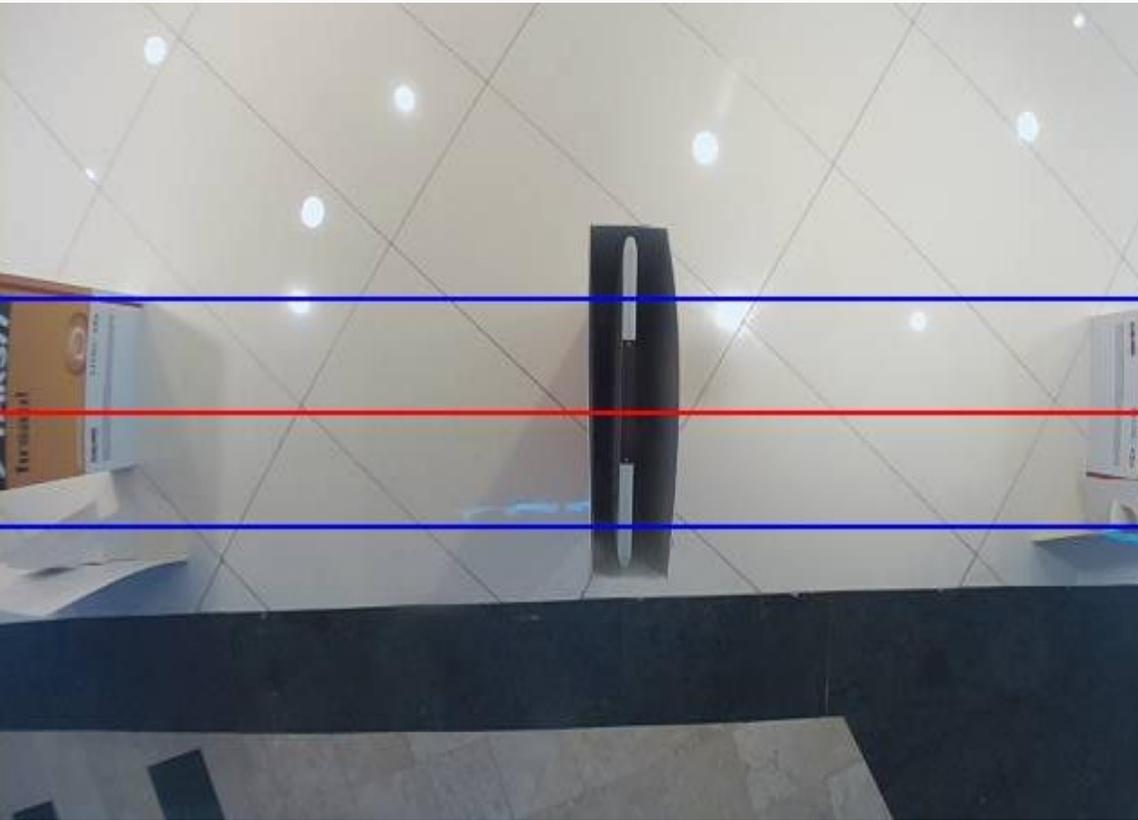
ZONE ACTIVITY

Category and product traffic performance



COUNTING

Total number of store visitors



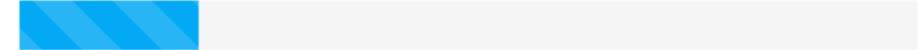
QUEUE MANAGEMENT

Service optimization, queue traffic monitoring



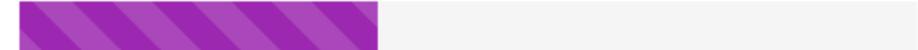
Cash Register 3

20 People in queue



Cash Register 2

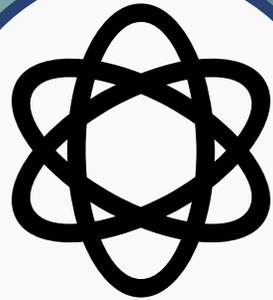
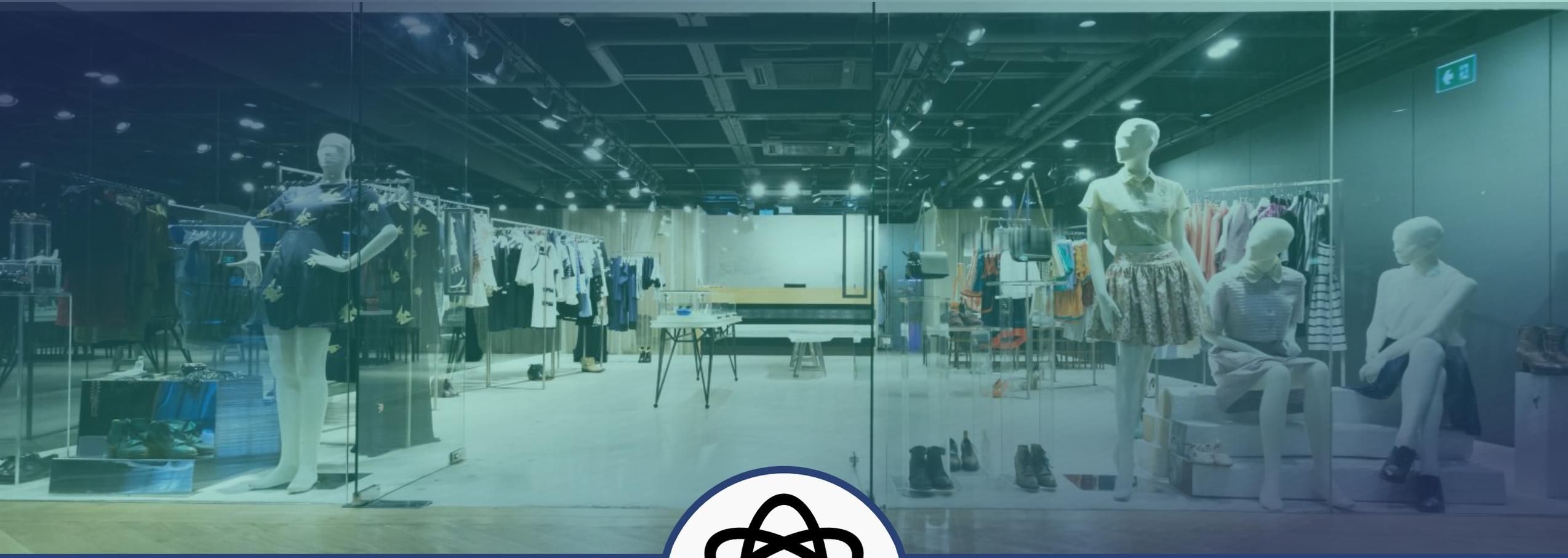
40 People in queue



Cash Register 1

60 People in queue





APPLICATION AREAS

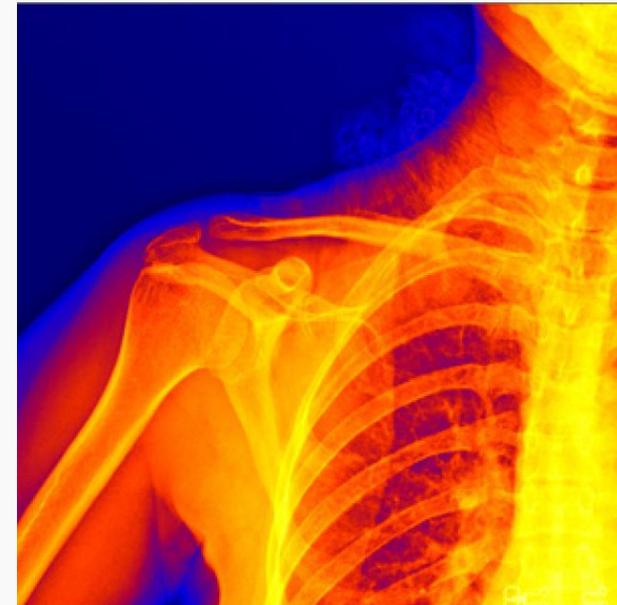
OPTIMIZATION

A new perspective for the store
and shopper interaction

RetailFlux is an X-Ray device for your store

Step into innovative retailing

Experience optimized revenue



INNOVATIVE RETAIL



MARKETING



STORE DESIGN



MERCHANDISING



OPERATIONS





WHY RETAILFLUX?

COMPETITIVE ADVANTAGES

Why you should join RetailFlux Customer Base?



VALUE ADDED **TECHNOLOGY**



COMPREHENSIVE **ANALYTIC PLATFORM**



TECH **SUPPORT & DEVELOPMENT**



VALUE ADDED TECHNOLOGY

Unique Video Processing & Cloud Technology

VIDEO BASED

- High accuracy, %95



ANALYTIC SOFTWARE

- Patent-pending algorithm
- Reasonable Data: Passersby, Impression, Dwell Time
- Visualization on the store plan



CCTV COMPATIBLE

- Can work with the existing cameras
- Compatible with new generation CCTV cameras
- Additional hardware investment is not needed.



ENTERPRISE REPORTING

- User Roles (CEO, Marketing, Store Manager, IT)
- Open platform, API
- Integration with the existing ERP

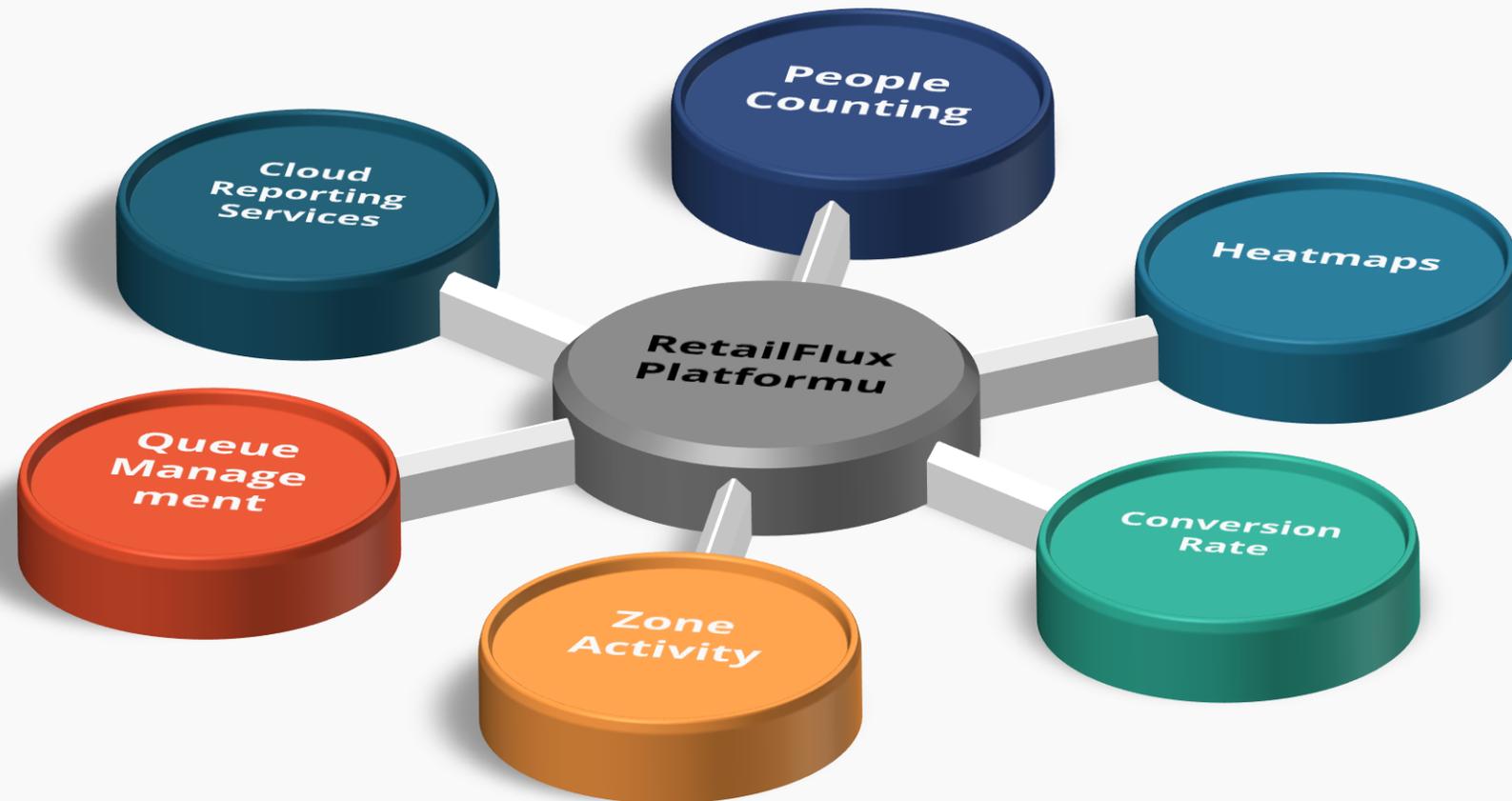


COMPREHENSIVE PLATFORM

Everything about store & shopper interaction

MODULAR STRUCTURE

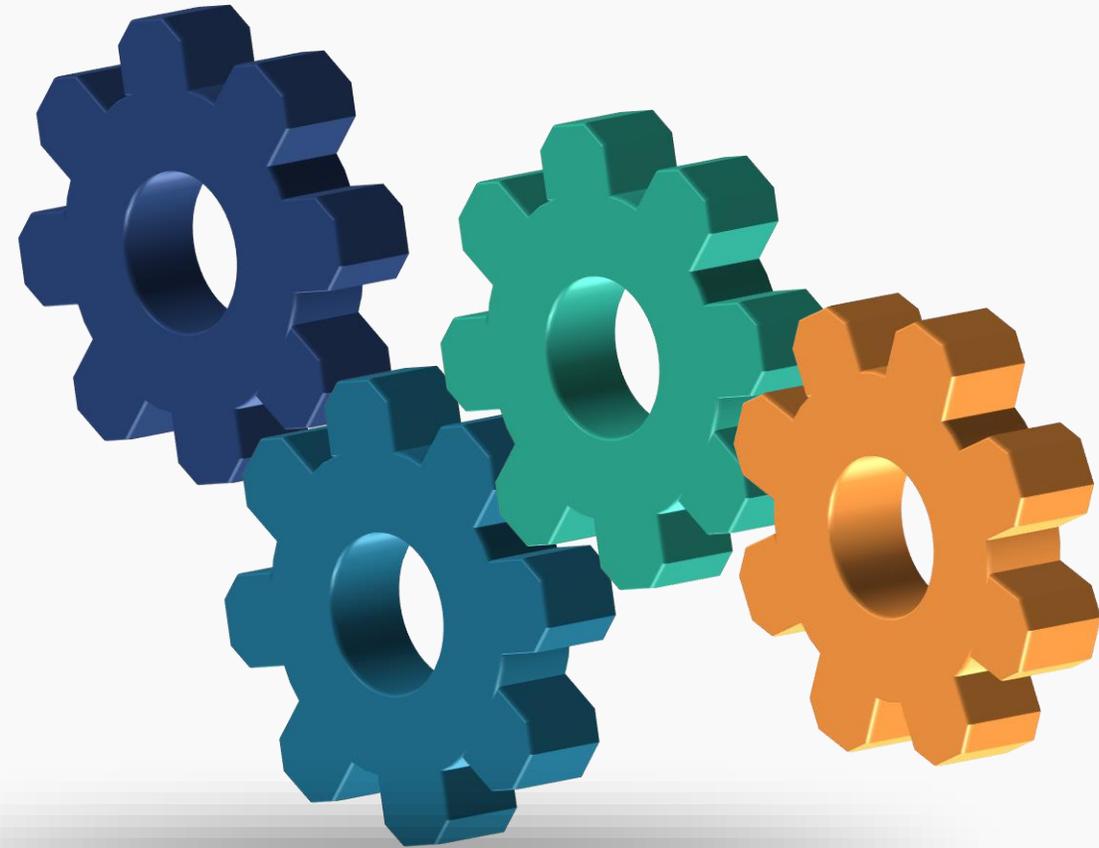
- RetailFlux is the complete retail analytic platform including every analytic you need.
- Different licensing options
 - Cloud reporting services
 - SaaS
 - Standalone application

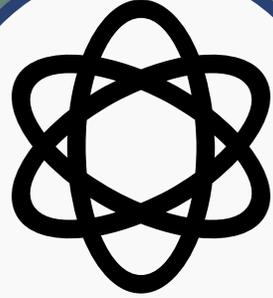


SUPPORT & DEVELOPMENT

Partnership level relationship with the clients

- Free software updates & development
- Free training & workshops
- Do you have a new requirement? Do you have an idea?
 - We would love to talk about it!
- We are available whenever you need.





THANKS IN ADVANCE

www.retailflux.com

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