



Retail Dashboard: Business Values

Extreme’s cloud-driven network application, ExtremeCloud IQ, meets the unique needs of retail organizations today. It brings flexibility, agility, security, and improved technology to retail organizations to create a more engaging and more efficient retail environment for the business and the customer.

One of the most exciting and exclusive features designed specifically for the retail environment within ExtremeCloud IQ is a purpose-built intelligent dashboard, aptly named the Retail Dashboard. This dashboard transforms the large volumes of data traversing a retail organization’s network and applications into actionable insights that can be used to innovate and drive better business outcomes. It provides retailers with customized analytics for business personas and the sites supported by the network,

shopper presence and proximity insights, visitor traffic data, in-store engagement behaviors, and loyalty metrics—in real time or historically across multiple stores. Imagine a multi-store organization where store managers are empowered with the ability to track both real-time and historic customer analytics. Or a regional manager provided with data to better understand the success of a whole region and be able to zoom in at the store-level to view performance. With the ability to switch the dashboard analytics from IT view to business view, users are provided with the data they need when they need it. The following key elements of the Retail Dashboard’s business view provides retailers value beyond knowing how well the network is running:

Network Health Time Slider

Provides a quick glance of overall client and network health by time of day, from increments as small as 2 hours up to 13 months of data in a single view.

Business Value: When IT can view overall network health quickly, within a specific window of time, it provides valuable insight into times of day in which valuable resources should be assigned.



Current Customers

View total number of current customers, and where they are per department.

Customer Heatmap

Provides a visual of where shoppers are spending their time.



Business Value: Knowing the total number of current customers provides the organization with real time data on activity at a particular store location, or across all locations depending on the filters chosen. Even more, knowing what department those customers are in means store managers can stipulate resources in the departments, or even product promotions, that matter most to that clientele.



Business Value: Seeing where shoppers are spending their time can essentially shape customer outcomes and provide answers to questions such as which ingress and egress points in the store are customers walking through, or, what areas of the stores are best for placement of marketing materials.

Shopping Time

View average shopping times per customer, as well as how much time is spent in each department.



Business Value: Understanding just how much time you have with your customer means knowing how much time you have to ultimately reach them, for instance, with an in-store promotion targeted in the department where they're shopping the longest.

Returning Vs New Customers

Distinguish between new customers and those that have previously visited.



Business Value: Provides retailers with an understanding of customers' loyalty and the success of loyalty promotion programs, while opening opportunities to heavily promote to new customers and encourage their return.

Customers vs Passers By

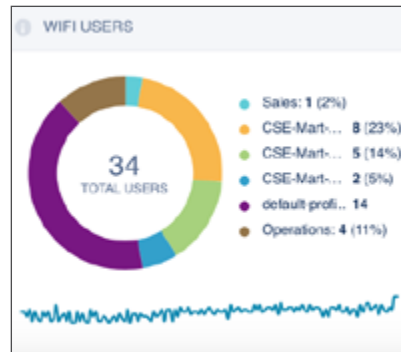
Understand how much foot traffic converts to in-store engagements.



Business Value: Ability for retailers and their marketing team to inform and improve strategic campaigns or window displays to encourage passersby to come into the store.

Wi-Fi Users

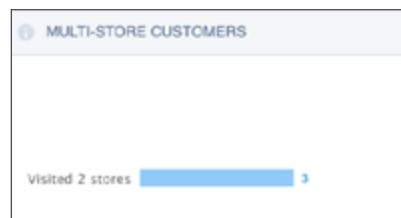
Total number of users accessing the Wi-Fi .



Business Value: Provides an opportunity to leverage a shopper's attachment to their mobile devices and connect on a more personal level, enabling shoppers to remain engaged and in-store for longer periods of time, browsing while surfing.

Multi-Store Customers

Know which customers visit multiple locations.



Business Value: Gives organizations insight to compare performance between store locations, as well as assess the performance of campaigns and promotions.