IN-STORE RETAIL ANALYTICS COMPANIES

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tyco

"THROUGH A COMBINATION OF LONG-TERM STRATEGIC PLANNING, ACQUISITION, AND TECHNOLOGY INNOVATION, TYCO HAS RE-EMERGED IN 2016 AS ONE OF THE MOST EXCITING COMPANIES IN THE RETAIL ANALYTICS SPACE. THIS IS REFLECTED IN THE LAUNCH OF ITS NEW SENSORMATIC SYNERGY SOLUTION, WHICH REPRESENTS THE FIRST NEXT-GENERATION ANALYTICS PRODUCT ON THE MARKET FOR RETAIL THAT COMBINES THE BENEFITS OF CAMERA ANALYTICS, LOSS PREVENTION, AND RFID."

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Given that Tyco's acquisition of ShopperTrak occurred at the time of writing this report, ABI Research wrote this overview from the point of view of ShopperTrak and how Tyco's capabilities can enable the company to move to another level.

In December 2015, Tyco announced the acquisition of ShopperTrak for US$175 million. Combining this with its other acquisition of Footfall gives it a huge presence and market share in the shopper analytics space (16 out of 20). Tyco also has a long-standing presence in retail across its EAS, RFID, and video technologies. The combination of these three companies gives it a huge collective installed base that can be addressed with a cohesive, integrated solution. Also in 2015, ShopperTrak announced partnerships with Shopkick and Aruba. Both companies are working together on in-store analytics. This will increase ShopperTrak's overall customer reach and help to verify the need for people-counting in supporting in-store analytics. ShopperTrak also announced a partnership with Workplace, which will utilize ShopperTrak data to enhance its staff scheduling tool.

ShopperTrak increased its technology offering (16 out of 20). It now offers its own BLE technology to support indoor analytics and is looking at next-generation camera technologies through its acquisition of ReTel. ShopperTrak is also capable of combining its solution with Wi-Fi-based approaches, if available. The acquisition by Tyco opens up the possibility to start combining ShopperTrak's traffic expertise and customer analytics with Tyco's RFID enabled real-time store inventory visibility" and "EAS
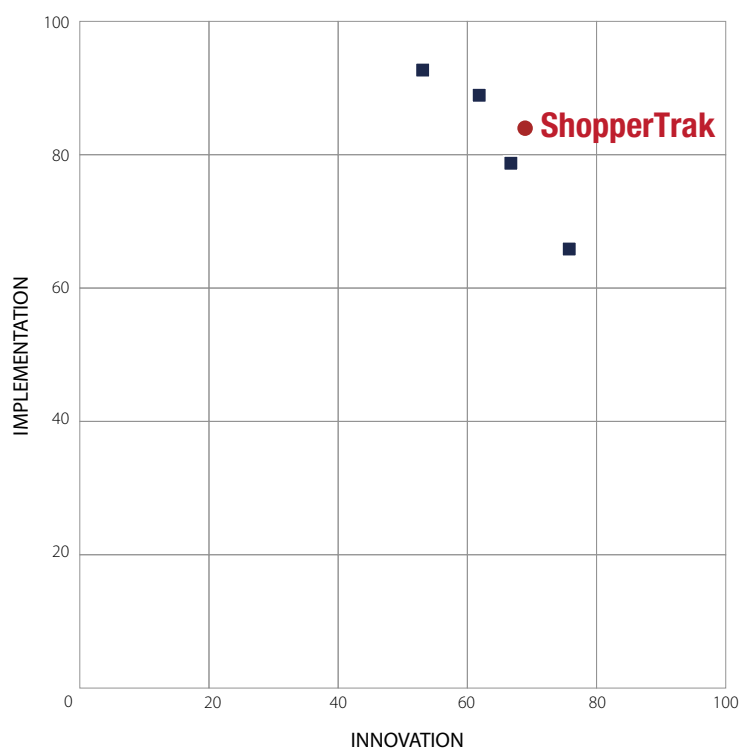
loss prevention." Like RetailNext, ShopperTrak began to move into customer engagement, acquiring SaleTally, an aggregator of public marketing and promotion information, which forms the basis of its Promotion Analytics tool. However, it is unclear how much of a focus there is on advertising following the Tyco acquisition.

ShopperTrak has deployed over 70,000 devices worldwide, having announced its 1,000th customer in 2014, thanks to its strong partnerships (9 out of 10) when combined with Tyco's retail capabilities. In 2015, ShopperTrak announced wins at Verizon, Billabong, and LIDS, across almost 3,000 stores. It also regularly releases statistics on general shopping trends, which are used as key indicators to the health of the retail industry.

ShopperTrak historically had success in the US shopping mall space (7 out of 10), but over the past two years has placed its focus on new areas for regional expansion.

Tyco, with the acquisition of ShopperTrak, now has a very broad analytics suite that not only covers people-counting and in-store analytics, but also provides retail-wide statistics, benchmarking, and analytics. In 2014, ShopperTrak announced a cloud-based, cross-venue, real-time data service that is updated every 15 minutes. This cloud-based approach allows decision makers to access data across any device using a customized app. It also offers a large-format analytics tool designed specifically for malls, where it has a very strong presence.

As stated, ShopperTrak was one of the first to move to a hybrid approach combining stereoscopic cameras with BLE beacons (20 out of 20). ShopperTrak has a range of APIs (8 out of 10) that will connect into back-end systems, and has begun partnering with third parties like Aruba. ShopperTrak is in a very strong position, having established itself as one of the most recognizable brands in the camera analytics space, second only to Nomi (over 100,000) in total camera installations, and third behind Irisys

(under 300,000) overall. ShopperTrak is quick to adopt new technology, and should it move into low-cost, 3D sensor-based cameras as well as handset-based technologies, it is difficult to identify any weaknesses.

Rankings

After individual scores are established for innovation and implementation, an overall company score is established using the Root Mean Square (RMS) method:

$$Score = \sqrt{\frac{innovation^2 + implementation^2}{2}}$$

The resulting overall scores are then ranked and used for percentile comparisons.

The RMS method, in comparison with a straight summation or average of individual innovation and implementation values, rewards companies for standout performance.

For example, using this method a company with an innovation score of 9 and an implementation score of 1 would score considerably higher than a company with a score of 5 in both areas, despite the mean score being the same. ABI Research believes this is appropriate as the goal of these matrices is to highlight those companies that stand out from the others.

IMPLEMENTATION		
Company	Score	Rank
Tyco/ShopperTrak	76.9	1
Nomi	76.7	2
Irisys	75.7	3
Countwise	73.2	4
Vizualize	71.2	5

COMPANIES EVALUATED FOR THIS REPORT INCLUDE:

Tyco/ShopperTrak	RetailNext	Point Grey Research
Nomi	Purple	Euclid
Irisys	3VR	Prism Skylabs
Countwise	Walkbase	Shopperception
Vizualize	Cognimatics	

For questions on this research, please contact ABI Research.