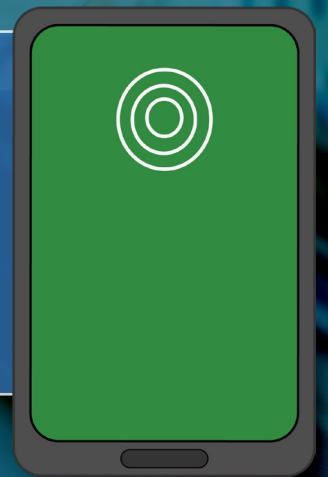# Reinventing Retail

TRACE Retail provides you with advanced in-store analytics that enable you to measure and analyze—in real-time and with high precision—how shoppers move and interact with products in a physical store, and to turn that data into actionable KPIs to improve processes and optimize your store's profitability.

i-Virtualize

TRACE
SENSORS

How TRACE Sensors Work

i-Virtualize's TRACE Sensors solution is an innovative indoor positioning and location system that uses ceiling antennas with Bluetooth connectivity to track small sensors on assets and inventory, and customer shopping carts and baskets to provide physical distancing alerts and contact location data.

A scalable solution with high accuracy monitoring, TRACE Sensors gathers location data and displays it on an easy-to-navigate dashboard.

Using an electronic digital map of your store, you can quickly locate inventory, follow the customer journey, monitor clusters in real-time, and archive that data for a later date, to establish better flow throughout your store in order to increase revenue and enhance safety.

TRACE Sensors

Gather
Create a digital blueprint of your facility, collecting data from a variety of IoT devices (tags, wearables, etc.), transforming your facility into an interactive, measurable environment.

Analyze
Enable automatically generated reports, including actionable KPIs and insights on the performance and trends of your production environment.

Optimize
Enhance business processes utilizing actionable knowledge on the execution of industrial workflows and optimize factory efficiency.

Reinventing Retail

Optimize Customer Engagement

- ✔ Measure dwell time for each department or the entire store
- ✔ Know what products customers engage with and how long
- ✔ Open additional check-out lanes to avoid extended wait times
- ✔ Measure the impact of events and promotions while they're happening
- ✔ Provide timely assistance for customers

Increase Store Performance

- ✔ Support day-to-day operations using accurate analytics
- ✔ Improve inventory control
- ✔ Curtail loss and theft costs
- ✔ Monitor and control workflows in real time
- ✔ Increase workforce coordination
- ✔ Reduce your organization's overhead costs

Have Your Data Work for You

- ✔ Utilize actionable suggestions generated by AI
- ✔ Automatically generate reports, including actionable KPIs and insights on the performance of your store
- ✔ Analyze trends and impact of external factors to support your strategy
- ✔ Increase your store's and workforce's overall performance

RACE Sensors by i-Virtualize - An agile solution with real ROI

TRACE *SENSORS*

Let us help you reinvent retail with TRACE Retail.

sales@i-virtualize.com

i-Virtualize

647-367-1446