End-2-End In-Store Visibility & Monitoring

Retail Sentry Case Study

NEXVU

Insight to Impact

Table of Contents

INCREASING CUSTOMER SATISFACTION, EFFICIENCY AND REVENUE

While working with a leading U.S. retailer, the Nexvu team observed a range of chronic problems that the retailer couldn't address promptly, due to a lack of reliable and timely data. The result? A poor end-user experience, leading to lost sales and frustration among customers, sales, and IT staff.

The retail chain had invested in several new shopping aides, including kiosks, display monitors, and price check machines. But without reliable data on the utilization of these aides, the retailer couldn't determine the optimal number of elements to deploy, or where best to deploy them.

The Nexvu *Retail Sentry* provided enterprise IT with unprecedented visibility into the root causes of these chronic problems. Additionally, the sentry helped the retailer more effectively measure the health, utilization, and performance data of all IT assets within its stores.

Thanks to the visibility provided by the *Retail Sentry* and contributions from the *Retail Sentry* team, the retailer made monetary gains of $50M per year over 1,000 stores. Overall benefits included:

- Improved customer satisfaction and experience
- Optimized placement of kiosks and POS systems
- Reduction in TCO of un-utilized and under-utilized assets
- Reduced troubleshooting time and costs
- Increase in sales opportunities

CUSTOMER PAIN POINTS

The retailer's rapid and sometimes unplanned adoption of new devices and applications across geographically diverse locations created growing challenges for both its IT and Business arms. These challenges included:

- Decentralized IT asset management, monitoring, troubleshooting, and maintenance. Rather than focusing on the data center, the situation required IT personnel to visit retail sites during system downtimes and periods of application performance degradation.

- Compromised end-to-end visibility into store IT infrastructure, due to a sometimes jumbled and layered assortment of technologies.

- Rising troubleshooting costs across the multiple in-house, outsourced organizations and service providers. This was caused by a lack of reliable and timely information from and about the devices and applications, at the time of a threshold breach or unexpected behavior.

- IT teams found troubleshooting tools inefficient when dealing with the many generations of technologies deployed in stores. While they eventually addressed the issues, the monitoring setup was not mature enough to detect future issues, or to suggest remediation activities to store personnel.

- Suboptimal placement and utilization of shopping aides and cashiers caused long checkout lines and lost sales.

- A lack of appropriate usage and performance metrics made it difficult to measure store performance and ROI of technology investments in each store.

CATEGORY	OBSERVED ISSUES	ACTION	COST/VALUE ASSUMPTION	ECONOMIC BENEFIT
SYSTEM UPTIME & MAINTENANCE	6-8 hours to troubleshoot IT problems	Improve root-cause analysis	$100/hour – save 4 hours /month/ store	**$4800 per store per year**
ASSET UTILIZATION	40% of equipment showed low utilization	Reduce the number of un-utilized cash registers by 1-2 per store	Cost per register is $2500 per year/store	**Cost reduction of 2x$2500 = $5000 per store**
ASSET PLACEMENT	25% of internet kiosks saw little to no traffic	Improve placement and visibility of kiosks	Improved revenue by $10/kiosk/day for 10 kiosks	**$100x365 = $36,500 per store**
BANDWIDTH UTILIZATION	Bandwidth utilization pattern	Policy changes	Avoid capacity addition	**$200 per month per store**
CUSTOMER EXPERIENCE	Poor customer Web experience	Monitor and remedy causes	Loss of customer to the competition	**Improved Revenues, Brand Loyalty**

BENEFIT SNAPSHOT Benefit for retailer with 1000 stores over $50M per year

THE NEXVU *RETAIL SENTRY* SOLUTUON

With a deployment in every store, Nexvu provided health, utilization, and performance data in real time for each IT asset—the applications, kiosks, cash registers, and mobile devices—without adding any overhead or agents to the store IT infrastructure. Utilization metrics enabled store management to reposition assets in frequently accessed areas to maximize their throughput and revenue generation, as well as minimize customer wait times. The appliance gathered both short- and long-term data, to deliver higher customer satisfaction and a better end-user experience.

Nexvu Developed Unique and Proprietary Insights About Customers and Store Operations

Nexvu provided visibility into every URL accessed from store kiosks. This enabled the retailer to analyze products or competitor sites most typically searched by customers.

Played Well With 'Store-of-the-Future' Technologies

Nexvu *Retail Sentry* can traverse many generations of technologies—both applications and devices—right out of the box. As new technologies like digital signage, IP TV, VoIP, and RFID became more prevalent inside stores, the *Retail Sentry* delivered the same health, utilization, and performance data—without the need to adjust software or hardware.

Kiosk Profiling - By Kiosk
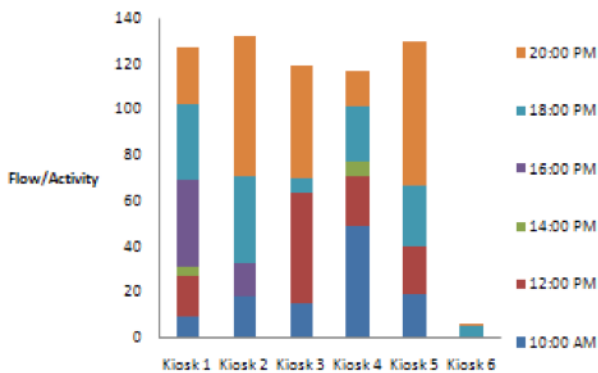

Kiosk Profiling - By Time
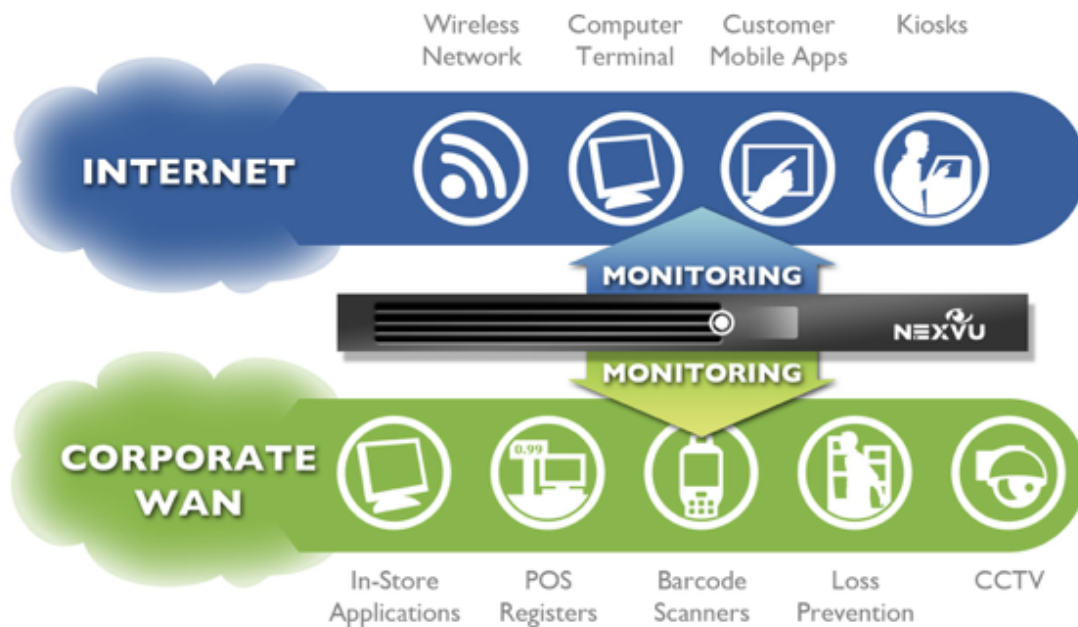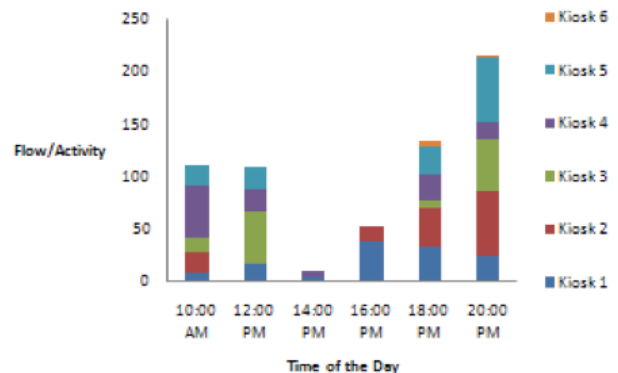
FAST AND SIMPLE IMPLEMENTATION

Nexvu *Retail Sentry* required minimal implementation effort. Nexvu team connected the appliance to mirrored ports, SPANS, network taps, or hubs at each retail site and made it available via a web-based utility. The team pre-configured the appliance to deliver the data of interest directly to various stake-holders. As a result, store personnel had to do very little to get the *Retail Sentry* operational.

The solution's scalability allowed it to cover all retailer's stores and related assets. It also helped extend health, utilization, and performance visibility across all other globally dispersed assets. The Nexvu team integrated all the dispersed Nexvu *Retail Sentries* with the retailer's corporate network operations center to feed all data, reports, exceptions, and traps into the retailer's centralized command and reporting center. Nexvu's application server augmented the centralized view with its interactive business intelligence and reporting dashboard.
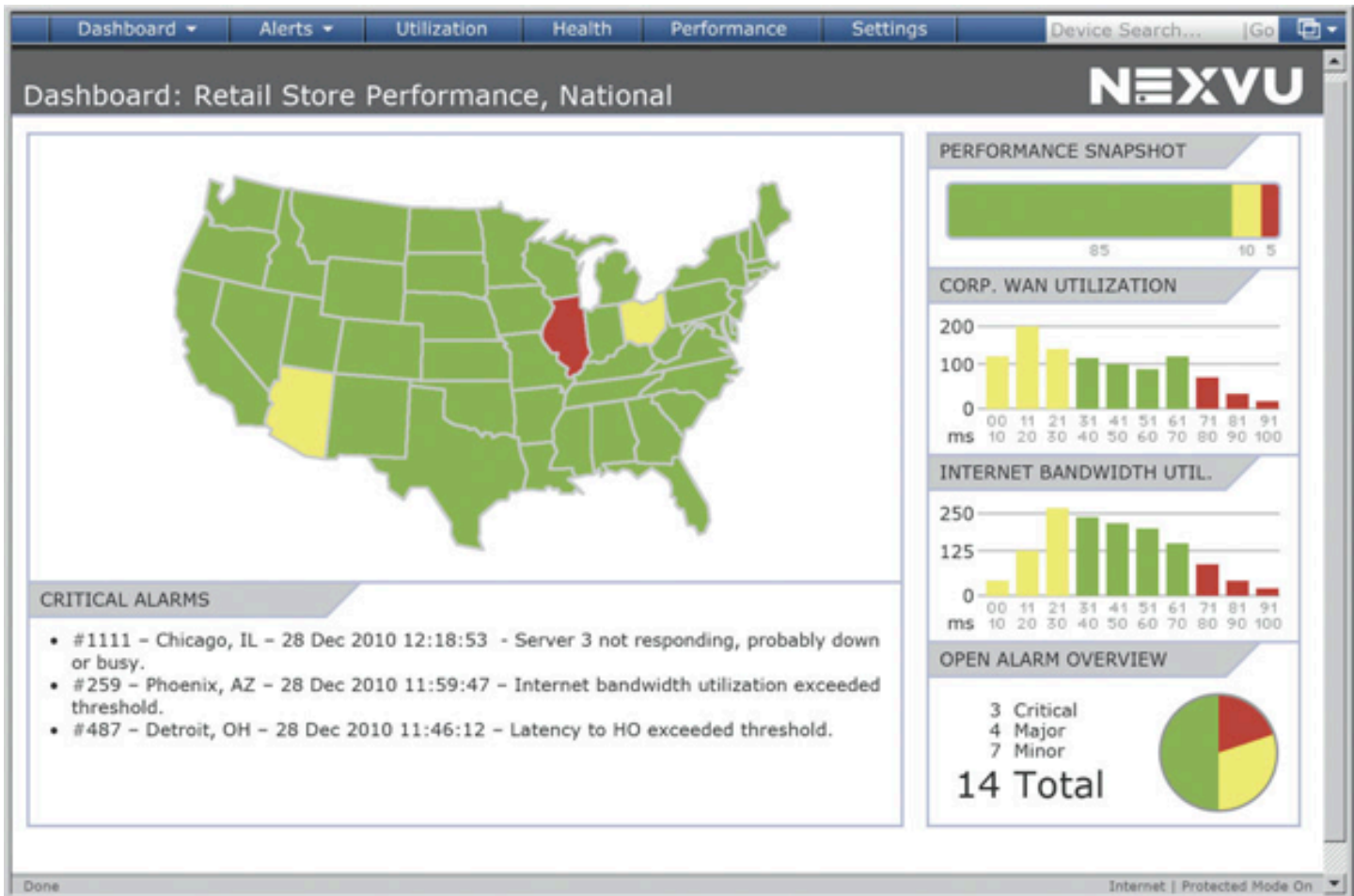
SUMMARY

The Nexvu *Retail Sentry* has given this global retailer a competitive advantage by delivering previously unseen levels of visibility and actionable information.
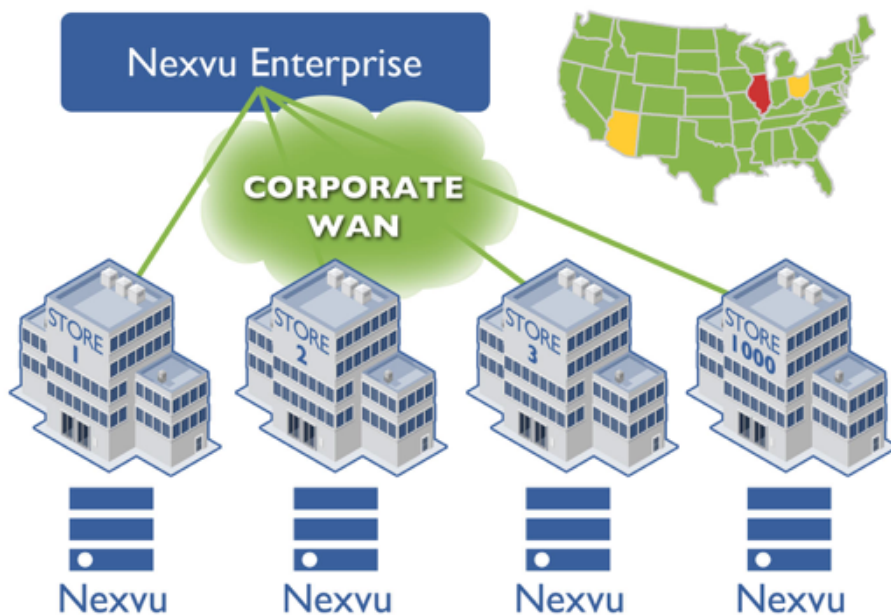
Nexvu's comprehensive monitoring and assessment tools maximized revenue generation and minimized maintenance and troubleshooting costs. It provided detailed metrics to ensure consistency and repeatability of the customer experience. With Nexvu *Retail Sentry*, the retailer's IT troubleshooted application, device and network problems quickly. IT personnel fine-tuned application performance and increased their availability and usability. They avoided service outages, proactively monitored and reported problem areas across their heterogeneous and multi-generational technology environments.

ABOUT NEXVU RETAIL SENTRY

Nexvu delivers an unmatched competitive advantage to global retailers by providing unprecedented visibility into IT infrastructure.

- Ensures best-in-class user experience consistently
- Ensures high employee satisfaction and productivity
- Provides end-to-end visibility in real-time from a single location across the entire store chain
- Monitors and reports the health, utilization, and performance of every single IT asset within the store
- Enables management to make smart buying and locating decisions based on accurate and timely information
- Standardizes store IT performance measurements across the entire retail chain
- Maximizes the availability and usability of all assets by proactively minimizing downtime and time-to-repair
- Maximizes the ROI on all IT investments

NEXVU

Insight to Impact