



▀ THE ART OF EXCEEDING EXPECTATIONS

CMX for Retail

Customer feedback to provide insight,
engagement and results.

CMX for retail provides actionable customer feedback to grow your business. Multi-site analysis and reporting helps retailers measure foot traffic and presence-based user behavior.



HELP DETECT PRESENCE OF VISITORS VIA THEIR MOBILE DEVICES FROM MERAKI'S CLOUD MANAGED ACCESS POINTS



GLEAN ANALYTICS FROM ALL WI-FI DEVICES CONNECTED AND UNCONNECTED



OPTIMIZE CUSTOMER ENGAGEMENT THROUGH NEW INSIGHTS INTO STORES



TAKE ADVANTAGE OF RICH STATISTICS REVEALING TIME SPENT IN YOUR STORE, NEW VISITORS, AND REPEAT VISITORS



USE ANALYTICS DATA TO MAKE DECISIONS ON STAFFING, STOREFRONT DESIGN, OR EMPLOYEE AND BYOD POLICIES



DRIVE CUSTOMER ENGAGEMENT BY INTEGRATING WITH EXISTING CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SYSTEMS



Detect network users, their devices and their applications

Network Visibility

CUSTOMER INSIGHT

Meraki detects nearby devices using presence-based data to build powerful analysis tools, helping retailers learn about their customers.

- Quantify store visits, how often customers return, and in-store dwell time to understand the impact of promotions, advertising, or window display changes.
- Discover aggregate and anonymous customer demographics (age, gender, language) via Wi-Fi with Facebook login integration.
- Identify what drives repeat visits with insight into daily, weekly and monthly visitors.

SHOPPER ENGAGEMENT

Connect to your customers by creating an omni-channel selling environment.

- Entice customers via targeted display ads, mobile push notifications and direct coupons using Meraki API integration.
- Reach customers via their mobile devices with integrated Facebook Wi-Fi login.
- Increase Facebook impressions and brand awareness by seamlessly encouraging likes and check-ins.

ACTIONABLE RESULTS

Make data-driven decisions to drive store traffic, increase average basket size and help generate new leads.

- Use data analytics to replicate the most effective drivers of foot traffic across your locations.
- Capitalize on repeat visits and brand awareness to increase average basket size.
- Capture new leads through event-driven interaction.

WE OFFER FULLY MANAGED SERVICES FROM OUR TWO NETWORK OPERATIONS CENTERS (NOCs)

Our engineers hold the following certifications: Cisco Premier Partner, Cisco Cloud and Managed Services Express, Palo Alto MSSP Silver, Fortinet Platinum MSSP and Sonicwall Platinum MSSP. They can help design, implement, commission, manage and monitor your networks.

Our network managed services can help ensure your networks will operate as expected, are continually monitored, software is updated and bandwidth is managed. They have been shown to help reduce costs associated with travel expenses related to on-site visits, improve business processes and help mitigate network security risks.



THE ART OF EXCEEDING EXPECTATIONS

CMX Location Analytics Metrics



APPEAL

- View the number of clients passing by versus clients spending time in the store
- Determine peak business hours and understand what drives foot traffic to your store



ENGAGEMENT

- Track length of time visitors spend within retail locations
- Capitalize on visitor dwell time to maximize potential sales



LOYALTY

- View the number of first time visitors versus repeat visitors
- Enhance customer experience for repeat visitors through targeted advertising



MULTI-SITE

- Location analytics compared across multiple network locations
- Identify variations in customer behavior across different retail sites



**HELP DETECT PRESENCE OF VISITORS VIA THEIR MOBILE DEVICES
FROM MERAKI'S CLOUD MANAGED ACCESS POINTS**



CISCO MERAKI PROVIDES A COMPLETE SOLUTION FOR RETAIL

- Secure Wi-Fi solution for POS, internal and guests including integrated Wi-Fi with Facebook login for guest access
- Multi-site cloud management, centralized visibility and control over all your store networks from a web-based dashboard
- PCI compliant WLAN, LAN, WAN PCI DSS Level 1 certified architecture supports POS and guest Wi-Fi on the same platform

AWARD-WINNING CLOUD MANAGEMENT ARCHITECTURE

- Network-wide visibility and control
- No on-site controller hardware
- Automatic monitoring and alerts
- Seamless over-the-web upgrades
- Scales to networks of all sizes

MANAGE YOUR INFRASTRUCTURE FROM ANYWHERE

- Monitor wireless, switching and security infrastructure
- See network status and usage
- Receive push notifications for network outages



Commitment of Proven Leaders

We are committed to using the strength of our brick and mortar local office footprint, operations centers, technological capabilities and experienced staff to earn your trust.

We recognize that our success is incumbent upon providing solutions that help protect and enhance your business—with outstanding customer service at every touchpoint.

Commercial Market Strength

Our National Account strength has been built in part through the acquisition of solid local integrators that bring extended technological skill sets, including new risk management services and a 24/7/365 technical help desk to support advanced solutions, along with brilliant entrepreneurial thinking to our team.

We have a unique story in that all of the leaders of these strategic acquisitions have combined into our National Account organization and have chosen to stay with our company. Their leadership continues to provide insightful guidance to our technological, operational and strategic decision-making.

Customer Service Focused

Our organization is driven by the customer-focused practices that have achieved numerous industry accolades—recognizing ADT as a service delivery leader.

✔ **SAME-DAY/NEXT-DAY SERVICE**

✔ **CALLS ANSWERED BY A LIVE ATTENDANT IN 60 SECONDS OR LESS**

✔ **DEDICATED NATIONAL ACCOUNTS OPERATIONS CENTER**

✔ **EXPERT DESIGN & OPERATIONAL TEAMS TO MEET A RANGE OF NEEDS**

As a National Account client, you will continue to enjoy the service excellence you have come to expect—along with added benefits, including an expanded North American office footprint. Added breadth and depth of technical capabilities will help keep your organization secure, with a focus on strategy as business threats and technology evolve.



COVERAGE ACROSS NORTH AMERICA

ADT is unique within the industry as a single-source provider offering both physical and cybersecurity. We own 12 state-of-the-art monitoring centers located across North America—including Network Operations Centers designed to meet your organization's highly specialized enterprise-level security, IT and cybersecurity requirements.



ADVANCED SECURITY OPERATIONS CENTER

Mesa, AZ

NATIONAL ACCOUNT OPERATIONS CENTERS

Irving, TX
Mississauga, ON

NETWORK OPERATIONS CENTERS

Newark, DE
Greensboro, NC

Let's Start a Conversation

GIVE US A SITE OR A PROJECT AND LET US EXCEED YOUR EXPECTATIONS

We make it easy to switch providers, and our onboarding process is predictable, dependable and painless. You will be assigned a dedicated team to help with recommending and implementing the solutions that fit your needs—ensuring a seamless transition.

ENTERPRISE-LEVEL SECURITY

Our support footprint of enterprise-level video and access control platforms has expanded to include most major brands and offer risk management consulting services.

NATIONAL ACCOUNT OPERATIONS CENTER

The ADT National Account Operations Center is dedicated to deployment and service on our National Account clients.

CYBERSECURITY

The ADT Cybersecurity Advanced Security Operations Center is staffed by highly experienced analysts focused on actionable managed detection and response.



SSI
Integrated Installation
(Multi-Site) 2018



SSI
Installer of the Year
2018



SDM
Dealer of the Year
2017



TMA
Five Diamond
Certification



A+ BBB Rating
Accredited
Business



800.799.1204
adt.com/GSX