

Integrating LP and Market Analytics at Circuit City



Smart” is the password to understanding ClickIt’s strategic approach to its popular SmartCamXi digital video recorder (DVR) systems and customized retail solutions. ClickIt, which is based in Bethpage, New York, and established in 1999, provides major retail chains, like Circuit City, with solutions that integrate reliable, cost-effective DVR systems, intelligent system management, and powerful market analytics. ClickIt is helping lead a loss prevention industry trend in which traditional video surveillance is being leveraged to provide value-added market analytics, such as people counting and tracking where and how people spend their time during a store visit. Circuit City sees the value as they just completed a rollout of the ClickIt people counting systems to all of their 632 U.S. stores.

Jim Carey, ClickIt founder and president, explains that “while traditional DVR functionality is important, it is not enough anymore.” The DVR device has become a tool delivering significantly more value than just traditional record and playback. It is now a building block for the distribution of value to LP

as well as marketing, advertising, and operations. “ClickIt pays enormous attention to our customers needs and designs solutions to meet those needs. That’s the key to success in this market,” says Carey.

ClickIt SmartCamXi is designed to provide exceptional reliability and functionality. It is a state-of-the-art hardware platform combined with a Microsoft Windows XP Professional operating system and ClickIt’s feature-rich SmartCamXi application software.

With an extensive line of DVRs, the SmartCamXi series offers systems ideal for a wide range of markets and store environments. The SmartCamXi series range from one-camera desktop units to 64-camera rack-mounted units with multiple iterations in between. While units vary by size, all feature the same user-friendly interface.

SmartCamXi provides a graphical user interface that is user-friendly and intuitive for even the most novice store operator. Each system contains the on-line wizard; a user simply clicks and the wizard demonstrates the system.

Implementing ClickIt at Circuit City

As ClickIt’s reputation for innovative loss prevention and market analytics becomes better known, top-line retailers are taking notice.

Circuit City Stores, Inc., located in Richmond, Virginia, is one of North America’s leading specialty retailers of consumer electronics and related services. With more than 635 superstores and five other locations in the U.S., as well as more than 950 retail stores and dealer outlets in Canada, Circuit City has \$11.6 billion in annual revenue and more than 46,000 full-time employees.

Late last year Circuit City was looking to begin the phase-out of its extensive installation of 10-year-old digital CCTV systems. The company’s loss prevention team looked at a variety of digital

solutions and finally chose ClickIt for a three-store, six-month trial. According to Phil Foussekis, Circuit City’s assistant vice president of LP, “Our primary evaluation criteria were picture quality, search function, remote management of multiple cameras, and usability. There was also the opportunity for multiple functionality—using our DVR system for both surveillance and store traffic analysis was very appealing.” The trial went well and ClickIt got the deal.

Today, Circuit City is installing ClickIt’s SmartCamXi systems into its new stores as they open...more than fifteen so far...and next year it will begin phasing the ClickIt systems into existing stores. Circuit City also installed ClickIt’s management software and SmartXi Analytics people counting application in its more than 635 U.S. stores.



“We tend to have a high camera count in our stores. Centralizing camera management is extremely convenient and cost effective,” says Mike Currier, director of LP operations at Circuit City. “The ClickIt application handles repair alerts, triggering the local repair service and registering each incident,”

Circuit City’s vision for its ClickIt system is to be able to perform investigations and even “virtual store visits.” In addition, ClickIt’s SmartXi market analytics is quickly building a broad Circuit City user base.

“The traffic data regularly goes to our retail, marketing, and merchandising departments,” says Currier. “We’ll also look at the path analysis application. Our objective is to both spot loss prevention issues and collect data that help us understand our customers even better.”

Leapfrogging the VCR

Clearly, ClickIt's SmartCamXi system is helping to relegate conventional VCR-based surveillance systems to antiquity. No more VCR and cumbersome tapes. SmartCamXi provides a high-performance, versatile solution to tape-free digital recording. SmartCamXi provides simultaneous recording and playback as well as easy retrieval of recorded data.

Remote access has been made easy with the SmartCamXi Client software. With remote access, users can view live video, play recorded video, and change system configurations for anywhere in the world.

ClickIt's SmartCamXi offers such key value as ease of use, completeness of features, superior quality of the live and recorded video, proactive diagnostics, and hardened reliability. ClickIt systems also offer multiple entry points, from the basic SmartCamXi Value Line to the SmartCamXi ProLine and Elite Line, which support additional advanced features such as 360-degree camera support, analytics, central monitor, active alerting, and more.

Intelligent Value

ClickIt talks about its SmartCamXi as offering "layers" of intelligent software value. The advanced features available in the SmartCamXi product line are fully integrated with and supported by the underlying platform.

SmartXi Analytics Tools—

SmartCamXi Analytics is a suite of analytical tools used to track and report movement of individuals within a facility. SmartXi Analytics includes modules for people counting, path analysis, and dwell analysis.

SmartXi 360—SmartXi 360 offers 360-degree views from a single camera. It's imaging technology lets you see, record, and playback a full 360-degree field of view. SmartXi 360 also permits pan, tilt, and zoom capabilities of both live and recorded video.

SmartXi Active Alert—SmartXi Active Alert provides loss prevention personnel with the ability to identify and act upon unwanted activities. Alerts can be forwarded to central station alarm centers, cellular phones, in-store wireless devices, or email addresses. SmartXi Alert gives enterprises the ability to maximize security and operations.

SmartXi Wireless—SmartXi Wireless allows mobile LP personnel to stay in touch with surveillance by delivering digital video to handheld devices using 802.11 wireless LAN technology. Integration of security, POS, and inventory systems gives managers complete access to operations while on the move. SmartXi Wireless has been selected as a partner technology by Symbol Technologies, the undisputed leader in the enterprise hand-held computer market.

SmartXi Central Management—SmartXi Central Management is SmartCam's easy-to-use software dashboard to manage network-enabled remote DVRs. With SmartXi Central

Management, viewers can immediately monitor the health and well being of all SmartCamXi units in the system, including camera connections, days of storage, temperature, or disk issues.

SmartXi Refund—SmartXi Refund feature alarms when a customer is not present during a POS refund transaction. Alarms can be activated at the conclusion of the transaction or can be activated as an after hours process for LP investigators to review at a later time.

Standard Features

All ClickIt's SmartCamXi systems, whether they contain advanced features or not, are delivered with the following attributes.

Superior Ease of Use—Simple to set-up and install, Windows point and click, intuitive SmartCamXi application, built-in system manual for easy training.

Remote Client Connection—Easy to use Remote Client capabilities that can either take full control of the remote SmartCamXi unit and administer changes or limit the remote user to viewing live and prerecorded video.

Express Playback—Quickly review most recent video with one click of the mouse. Express Playback also plays video in Reverse Mode from the most recent video backwards.

Frame Viewer—Frame Viewer allows for quickly and easily finding that exact frame of video to be printed,

emailed, or saved for later action.

Self-Monitoring Diagnostics—SmartCamXi units are constantly monitoring themselves for hardware or software anomalies and proactively respond when required with either alerts self correcting actions. Self-Monitoring Diagnostics greatly contributes to high system availability.

Network Bandwidth Throttle—The SmartCamXi system can be set to only utilize the prescribed level of Network Bandwidth allowed. This feature ensures that the SmartCamXi systems adhere to policies set by the network operations groups.

Built-in PTZ Control—Support for popular PTZ cameras removes the need for external PTZ joystick. PTZs can be controlled via the keyboard/mouse or from a remote location using the Remote Client software.

POS and ATM Support—Review POS and ATM transaction detail while displaying single- or multiple-camera angles of the device.

Flexible Recording Schedule—The SmartCamXi system has an easy-to-use, robust scheduling module that schedules by camera based on motion, trigger, motion and trigger, or continuous recording.

Storage Management System—Using the SmartCamXi Storage Management System, you will graphically view system storage status and individual camera statistics. ■

