



Retail Advantage®



Whitepaper

4 things you need to know about the future of data

Augmented Analytics Explained

ART
Software Group



artsoftwaregroup.com/contact-art
retailadvantage.co.uk

WHY ANALYTICS

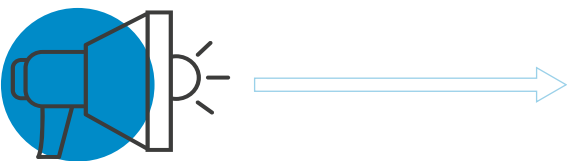
Augmented Analytics Explained

The costs of not leveraging data can result in lost sales opportunities, lower productivity, poor customer and employee experience, and more. It is time to move beyond thinking of data as charts and graphs and towards adopting augmented analytics.

Augmented Business Intelligence and analytics combine data science and AI tools like machine learning to enhance data-driven decision-making. Here, we outline what this looks like in practice in the retail and leisure landscape and actionable learnings for the future of your data strategy.



Two key things to remember:



Don't get caught up in the hype

Just because everyone is talking about AI, it does not mean that everyone is using it and your team is falling behind.



Onboard the right tools

AI is a powerful tool in the future of retail places but evaluating the right technology and consultancy partners is integral.

MISSION

01. Bold Moves

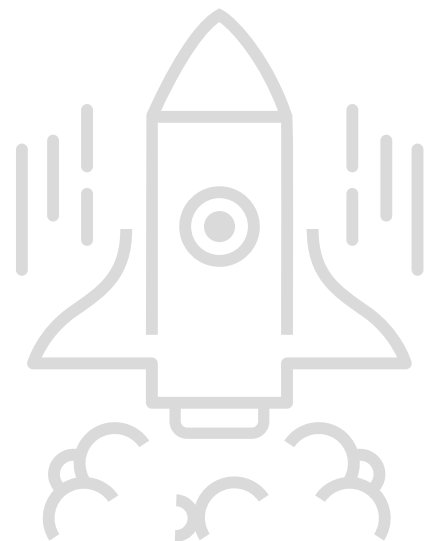
Transitioning from static to dynamic data

Today, more businesses are recognising the cost of unused data, especially in fast paced environments like retail and leisure. Even organisations prioritising data collection can be disappointed by the lack of measurable value it yields.

What to do with so much information

When building a picture of what is happening at a retail or leisure location, we are frequently tasked with solving challenges like:

- » Too few people able to access useful data
- » How to process the data before it goes stale
- » How to read data, i.e. derive insights, look for patterns, do some critical & creative thinking around it to spot what all that data is showing them



Traditional methods or Business Intelligence apps with static numbers and reports do not keep up with current needs. Our experience in innovation puts us in a prime position to understand these frustrations and address the data decision gap that threatens strides in digital transformation.

With the introduction of artificial intelligence (AI) and machine learning (ML) techniques, we are on the precipice of a new distribution of wealth in retail: those who adopt new practices and tools in their strategy will gain an immediate and distinct competitive advantage over those who don't.

Businesses must move away from static data and towards dynamic, actionable insights. Even if your organisation is already realising the value of data, it is time to use AI with tools to achieve a data ecosystem that advances your business from simply focusing on descriptive insights to a more advanced level of connected retail intelligence. It is time for augmented analytics.

ECOSYSTEM

02. Data Experience

Truly experiential retail needs experiential insights

Smart tools and platforms like Retail Advantage bring about better data experiences, enabling businesses to immediately benefit from augmented analytics - both behind the scenes and at the front of house.

Advancements here are bringing about an evolution of retail jobs rather than job loss. Utilising a conversational user experience to further data democratisation can give people with little to no technical background the ability to work with complex tools and make insights-driven decisions - an important step to bring retail destinations further into the 21st century and to ensure that all staff can find strategic imperatives without a prerequisite of extensive technical ability. This empowers organisations to broaden how informed all staff are and helps them to find and act on the intelligence uncovered, a sure-fire way to make a genuine difference before the optimal time has passed.



The solution to any situation is in the detail, and with enough detail, you can evaluate the best paths through turbulent economic periods or get the most from situations when conditions are looking rosier. Data storytelling has proven its worth, allowing teams to turn insights directly into actions or responses, and this is what drives value and growth.

- Gareth Jordan, Director at ART Software Group



Data Stories

Retail intelligence usually takes these three forms:

- » Descriptive. This helps you understand “what happened?” through performance indicators, i.e. sales data, traffic data
- » Predictive. Based on what happened, you can begin to predict what will happen and layer additional factors with knowledge of how they influence trade
- » Prescriptive. This is the most advanced form of analytics, with answers to questions like “What do we need to do to repeat this positive performance?”



ECOSYSTEM Experience Data

Make dashboards that invite discovery

Technology gives destinations the smart digital layer needed to truly connect the dots. One of the ways we do this is through Smart Mapping. Certain visualisations are more accessible and make planning and formulation of strategies easier. There is something particularly engaging about seeing the effect of changes on a map and seeing graphically where problems may arise. This enhances leasing decisions and informs the locations of things like click & collect services or automated food pickup - things that create a fluid workflow and also provide ways to reduce underutilised space.

The proven path to improve performance is not to treat the information as a report that must be done but to tell a story that enables you to engage with the data to make a difference.



Detail on-demand

Give people the right level of versatility in analysis, from summaries that can be understood at a glance to deeper, relevant insights.



Data stories

Help everyone across the business engage in what the data can tell them through tailored and intuitive visualisations.



Smart mapping

See and forecast scenarios to determine the right retail mix, promotional campaign and how to bolster performance.



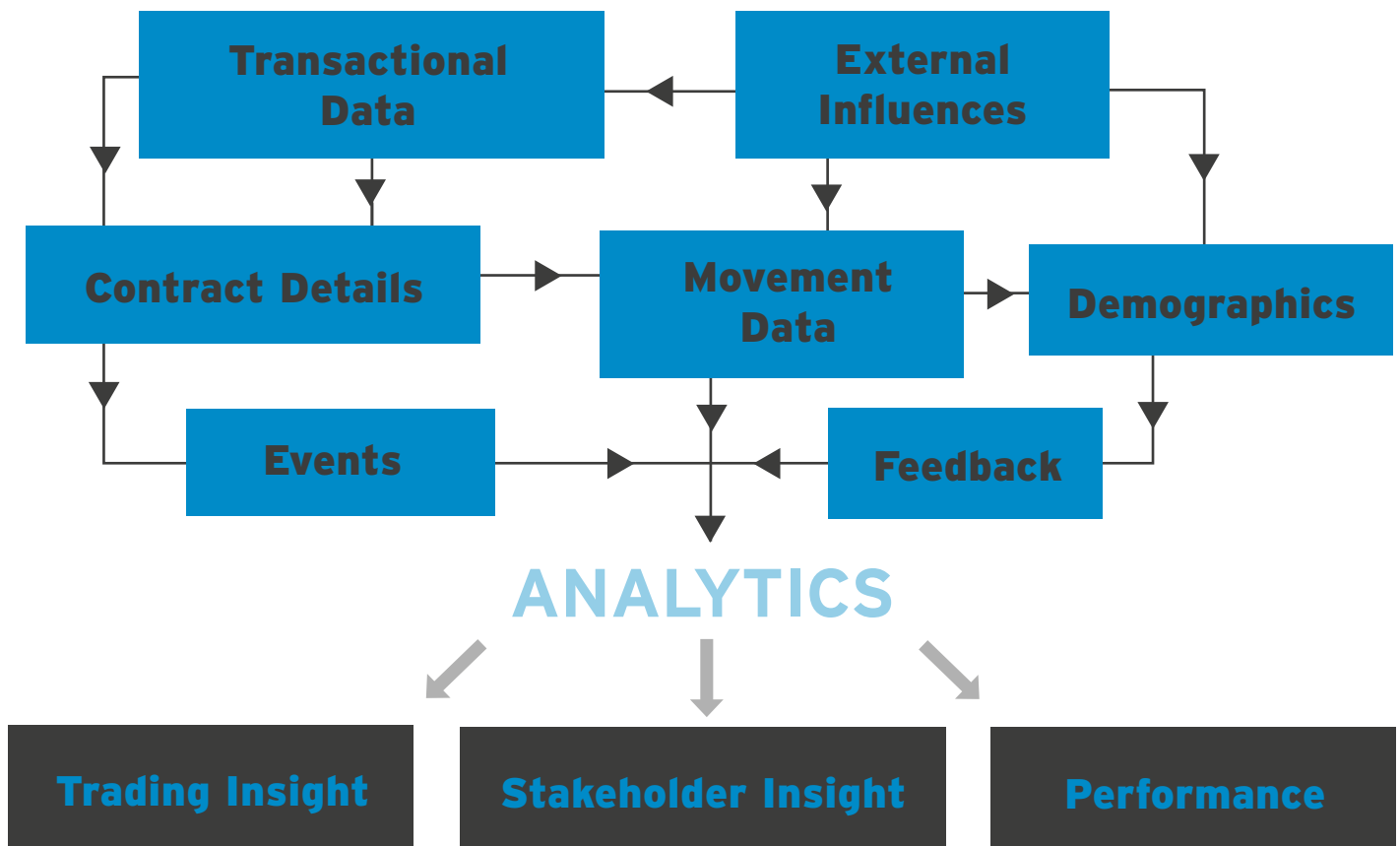
VISION

03. Go Cloud Native

Over the past decade, it has been a priority for many retail destinations to migrate to cloud technology to improve data accuracy, support operational performance, and enhance teamwork and remote collaboration.

By aggregating data streams and centralising insights through a cloud-based digital platform, retail, leisure and mixed-use destinations have a consistent, reliable source of truth of customer data that supports effective collaboration between centre teams, brand partners and landlords. The data to understand trends and motivators driving store sales to develop and revitalise how a retail or mixed-use destination works is an integral part of providing value for brands and scheme managers.

We are big advocates for engaging communication - not just for consumers as is often the focus, but more inclusive insights and connected working for everyone across a destination or wider business structure. This also provides ongoing touchpoints around shared consumer analysis, which speeds up processes. By harvesting the knowledge available from multiple sources, everyone is connected and armed with intelligence relevant to the moment to capitalise, convert sales and achieve the best experience possible for customers, encouraging repeat visits and positive reviews.



TECHNOLOGY

04. Data, App, Action

Mixed Use

Unlock value and growth in mixed use destinations

F&B

Approach F&B differently to drive performance

Retail

Fine-tune retail strategies that deliver and adapt

Leisure

Work smarter to generate momentum in leisure

No matter where your organisation sits on the scale from AI-curious to AI-savvy, you can immediately tap into the benefits securely through our platform and app, Retail Advantage.

We have been working with clients to utilise the latest technologies to leverage the data they need and apply this in the most effective and innovative ways. The future is closer than you think, so what could augmented analytics do for your organisation today?

We believe there are three key areas where augmented analytics play an impactful role:

- » Data preparation. This includes connecting data sources, ingesting various data types, and cleaning and preparing data
- » Data insight. Automatically revealing potential outcomes as well as providing opportunities for more people throughout your organisation to access insights directly
- » Decision intelligence. Empowering organisations to find and act on insights that are uncovered, where the work is being done directly

Data is an invaluable tool for brands and retail and leisure destinations, but action is necessary. Without capitalising on the strategic insight available, you cannot deliver the high-quality customer experience that not only today's consumers demand but also brand partners, landlords, investors and management teams are coming to expect.

Getting everyone to realise more value from the data requires more than just human collaboration—it requires technical system collaboration too.

Ready to get started?

Request a demo and see Retail Advantage in action

retailadvantage.co.uk

OUR STORY

Our Story

Innovation, Skill and Imagination - ART Software Group

An acronym for Applied Relational Technology, the mission of ART Software Group is to deliver practical connection through technology.

Creating intelligent applications for your business, ART Software Group is dedicated to producing cutting edge software that achieves your goals. Whether you choose one of our existing products or a custom-built solution, our team is focused on delivering the right solution for you. Our success is based upon the success of our clients, and we work to build strong lasting relationships. As you grow, so do we.

ART supplies systems to users in 15 countries. Our data collection and analysis tools are well respected, enabling our clients to expand their operations and supplement their expertise. Our skilled and highly motivated staff thrive on producing innovative software to maximise your business potential.

Retail Advantage is used to support and collect data for retail and leisure sites, outlet and full price at key shopping locations such as Bluewater (with over 300 stores) and Serravalle Designer Outlet and newer destinations such as St James Quarter in Edinburgh.

In many cases, Retail Advantage is deployed across a portfolio of schemes to measure and engage with the comparative analysis needed to inform strategic decisions and drive performance.

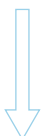
ART's Retail Advantage clients include key industry businesses, such as [Landsec](#), [CBRE](#), [McArthurGlen Group](#), [The Crown Estate](#), [Grosvenor](#), [Genting](#), [Savills](#), [Falcon](#), [Realm](#), [St. Modwen](#), [Global Mutual](#), [Lamda Development](#), [Outlet Evolution](#), [Fortus](#), [OCI](#), [UBS](#), [ROS Retail Outlet Shopping](#) and [Nuveen](#) among others.

Expertise

- » Specialists in Retail Analytics and Systems Integration
- » Over 24 years providing solutions and analysing data for retail & leisure destinations
- » UK based with growing international presence
- » Market leader in analytics, data collection & data-driven tools for retail and mixed-use management, asset teams and investors

OUR HISTORY

Our Experience

1981**1995****1999****2006****2010****2017****2021**

ART Software Group was founded

On October 6th 1981 Applied Relational Technology was incorporated with a focus on object oriented technologies.

Mall Kiosks and Retail Touchpoints

ART begins to apply its creative approach to retail and property solutions, including Mall kiosks, terminals and interfaces

Retail Intranet Software

ART launches an intranet based retail location management tool. This connects customer service kiosks, concierge and site management to inform customers and provide up-to-date information.

Retail Advantage WEB Lite

Fuelled by the growing need for shopping mall management tool and data collection requirements, ART creates web-driven tool to collect data from brands and deliver insights to site management teams.

Retail Advantage Enterprise

ART launches the enterprise version of its retail locations management toolset, adding explorative tools and portfolio level reporting.

Connected Community Tools

Communication tools form an integral part of the RA app to develop a connected-community focused on shared Analytics. Reporting and intelligent tools create a digital layer to easily engage and inform brand partners. knowledge and objectives.

Augmented Analytics

Retail Advantage adds Augmented Analytics capabilities through its Insights tools, signalling a new age for strategic intelligence to facilitate a data-driven culture in our understanding of destinations.



Retail Advantage[®]
ART Software Group

