ART Software Group

- **Retail Analytics and Systems Integration**

- **25 years** providing solutions for management and analysis of retail & leisure destination performance

- **UK based** with a growing international presence, particularly throughout Europe

- **Market leader** in analytics & data-driven tools for retail environments and destinations

Data Driven Strategy

- **Used in 16 Countries for destinations**
  - city streets, retail parks, malls, outlets, mixed use
  - clear understanding of the shopping public, retail partners and investors

- **Focus - targeting & driving performance**

- **Secure cloud-based service**

- **Futureproofing:**
  - Create new analysis and utilise multiple data sets for strategic evolution
  - **Use AI powered tools to explore data and trends with Retail Advantage's Insights platform**

Just a selection of partners using Retail Advantage:

Retail Advantage®
ART Software Group

- **Data Capture** - speed and accuracy

- **Analytics** - Intuitive, flexible

- **Combine Multiple Data sources** - standardise data and reporting from different locations

- **Share and communicate –** information and insights to **support retail efforts,** increasing income and asset value

Multi Channel Data Capture

Ensuring Accuracy & Availability

- Data submission via smartphone, laptop, PC or Mac via a web browser.

- Apps for iOS and Android + mobile devices to increase portability and ease of access.

- Secure email capture links

- Direct connection to supply data via API

- Integrated connection to other services to provide regular automatic synchronisation of transactional information and other data.

- Layer and import other data sets – Certificates, audited data etc.

Bring Data Sources Together...

to generate strategic insight

- Brand, tenant and category data

- Budgets / targets

- Staff commentary

- Footfall and movement

- Car Park and ANPR

- Customer engagement data

- Demographics, catchment and marketing data

- External feeds (Weather data etc.)

- Asset and leasing systems

- Custom app data and may other data types...

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Retail Advantage®
Data Collection & Analytics

Data Management

- Control data flowing into reports
- System automatically flags issues
- Sales reminders
- Data sign-off
- Budgets, Certificates, Audited data
- Estimates

Better Relationships
Better Engagement

- Enhance brand-partner relationships
- Memos and direct communications
- Calendar with Marketing and events views
- Community: Share jobs / promotions
- Documentation library
- Staff commentary
- Insights hub and news feed
- Rankings tables

Portfolio & Scheme Analysis

- Benchmark Performance by scheme or region

- Portfolio category and grouping analysis

- Portfolio visitor numbers and combined analysis

- Affordability and occupancy cost

- Flow of data to and from external systems
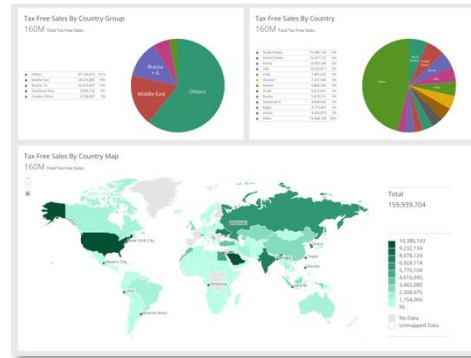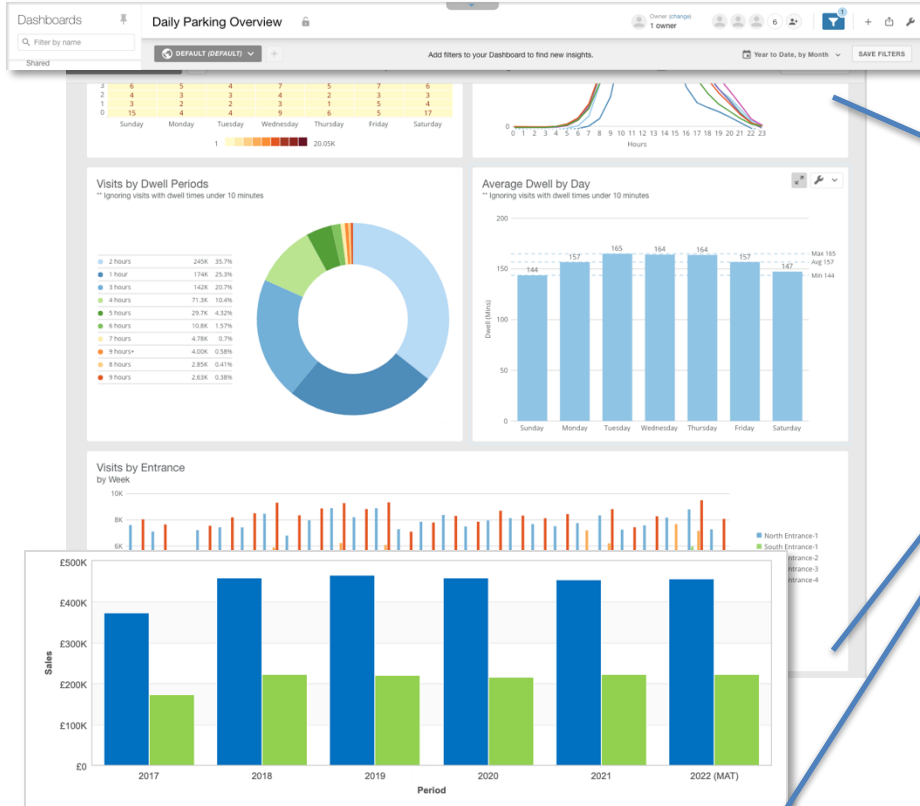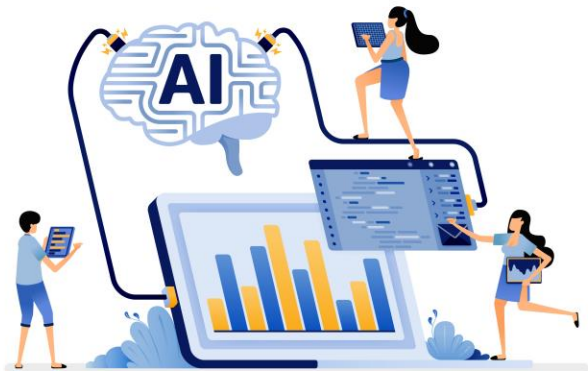
Retail Advantage delivers versatile brand management tools along with1-click hourly, daily, weekly, monthly & quarterly reports with supporting data and collaborative commentary.

Insights

Accessible directly from within the Retail Advantage platform, Insights delivers versatile strategy and explorative data analysis tools the combine data sets and expand possibility. Helping you asking the right questions to deliver actionable answers.

Retail Advantage® Insights

Secure and Powerful AI

Create data visualisations and uncover trends and relationships in seconds by asking questions of your data using the powerful and secure tools in Retail Advantage Insights
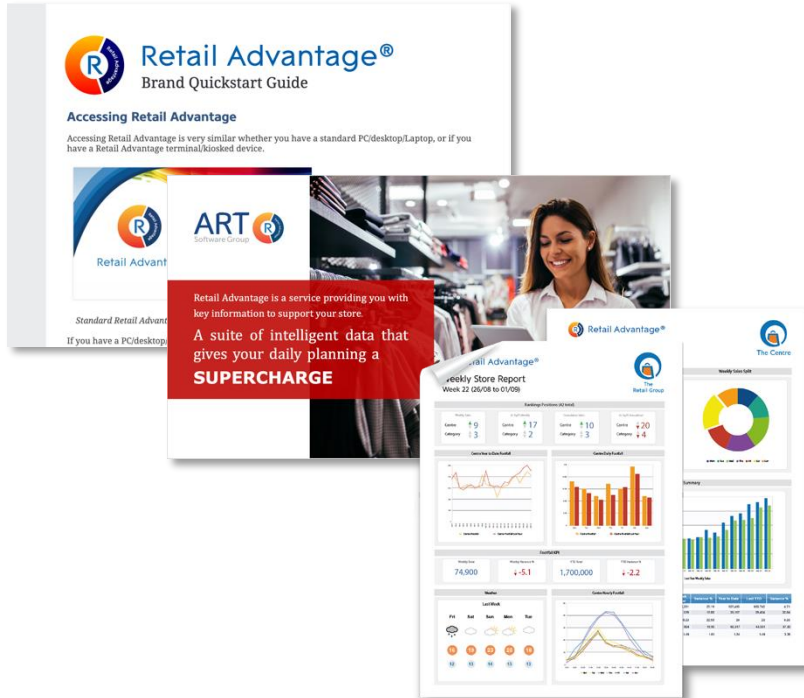
AI applications shouldn't just be easy to use, they also have to be safe.

Retail Advantage Insights uses models that enable you to continue taking full advantage of the advanced capabilities of AI without sacrificing security.

Onboarding

Standard

- Digital welcome pack & user guides
- Train-the-Trainer sessions
- Contextual system help

Optional *(packages available)*

- RA Team onboarding assistance
- Benefits presentation
- Training programme

Collecting, aggregating and analysing data. Connecting staff and generating more insights.

A powerful solution designed for retail property and mixed-use environments