

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



## Data Driven Strategy

- **Used in 15 Countries for destinations**
  - city streets, retail parks, malls, outlets, mixed use
- **Capabilities developed over 25 years**
  - clear understanding of the shopping public, retail partners and investors
- **Focussed at targeting & driving performance**
- **Secure, Cloud Based service**
- **Futureproofing:**
  - Create new analysis and utilise multiple data sets for strategic evolution



Just a selection of partners using Retail Advantage:



## Key Elements

- **Data Capture** - speed and accuracy
- **Analytics** - Intuitive, flexible
- **Combine Multiple Data sources** - standardize 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 and tenant data
- ⚡ Budgets / targets
- ⚡ Staff commentary
- ⚡ Footfall and movement
- ⚡ Car Park and ANPR
- ⚡ Customer engagement & demographics
- ⚡ External feeds (Weather data etc.)
- ⚡ Asset and leasing systems
- ⚡ Custom app data and other systems





Retail Advantage<sup>®</sup>  
Data Collection & Analytics

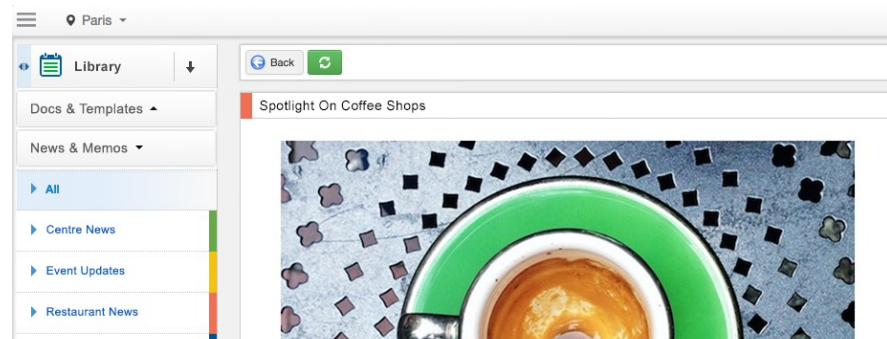
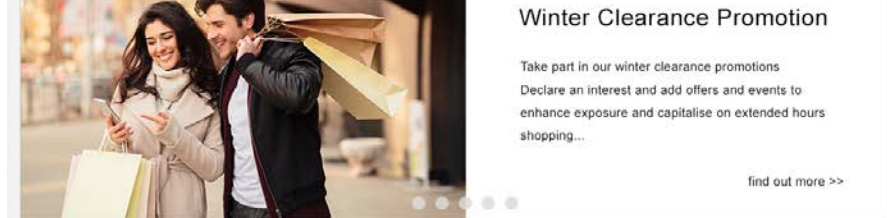


## Data Management

- 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





#### Highlighted KPIs



#### Footfall Performance

Item	Week	%	Month to Date	%	Quarter to Date	%	Year to Date	%
Footfall	282,032		528,123		1,776,265		14,407,186	
Last Period	277,781	1.53	539,734	(2.15)	2,060,327	(13.79)	7,204,754	99.97
Last Year	65,137	333	107,581	391	310,252	473	7,204,754	99.97
LLY	329,615	(14.44)	562,187	(9.20)	2,069,512	(14.17)	16,954,766	(15.03)

#### KPI Performance vs LY-1

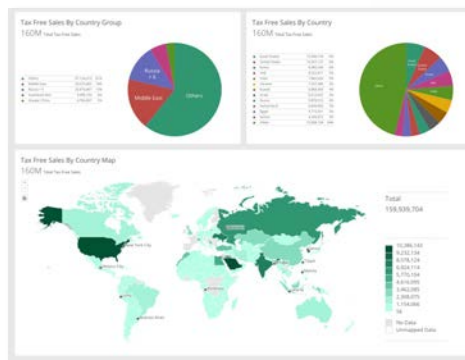
Item	Week TY	Week LLY	%	MTD TY	MTD LLY	%	QTD TY	QTD LLY	%	YTD TY	YTD LLY	%
Occupancy %	88.94	97.51	(8.79)	90.13	98.4	(8.4)	89.93	98.25	(8.47)	92.45	95.39	(3.08)
Average Spend	26.33	24.86	5.92	24.96	27.85	(10.4)	25.19	27.54	(8.52)	31.94	29.09	9.61
Sales Density	466	386	20.63	461	437	5.41	466	437	6.59	719	634	13.36
Transactions	46,063	56,376	(18.29)	215,188	302,075	(28.76)	256,554	358,157	(28.37)	3,349,609	3,959,085	(15.39)
ATV	57.04	46.71	22.12	52.74	44.01	19.84	53.48	44.22	20.93	51.64	47.33	9.11

#### Sales vs Budget



## Portfolio & Scheme Analysis

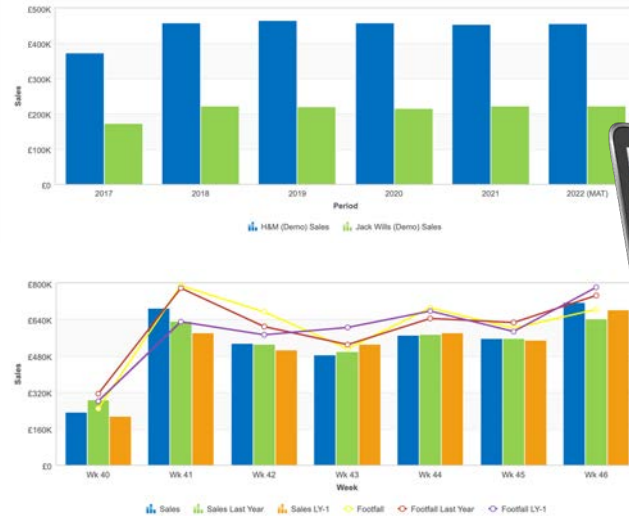
- Benchmark Performance by scheme or region
- Portfolio category and grouping analysis
- Portfolio visitor numbers and combined analysis
- Affordability and occupancy cost
- Flow of data to and from external systems



## Turnover & Traffic

The Centre was +2.2% vs. last year and +10.6% vs. budget. Next was closed all week for refurbishment and therefore dropped £25k (roughly 50%) due to closure Monday-Friday.

Burger King down (30%) vs. due to works to drive through. Footfall was down (2.7%) vs last year but +1.6% on budget with industrial action Wednesday last year impacting negatively on both sales (31%) and footfall (24%). Saturday at +9% and Sunday at +16.5% contributed to sales growth of 12% over the weekend.



Retail Advantage delivers versatile brand management tools along with 1-click hourly, daily, weekly, monthly & quarterly reports with supporting data and collaborative commentary.





# 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

