Retail Advantage®

Smart Tools for Retail, F&B and Leisure Destinations

ART Software Group

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Why Retail Advantage?

- **Best access to data - collecting information from 1000s of brands across the UK and beyond**

- **B2B Community - Client Comms and Insights hub**

- **Standardise source data and make information more accessible – Live views of accurate data**

- **Intuitive Tools designed for targeting, managing and increasing performance**

- **Flexible, tailorable platform**
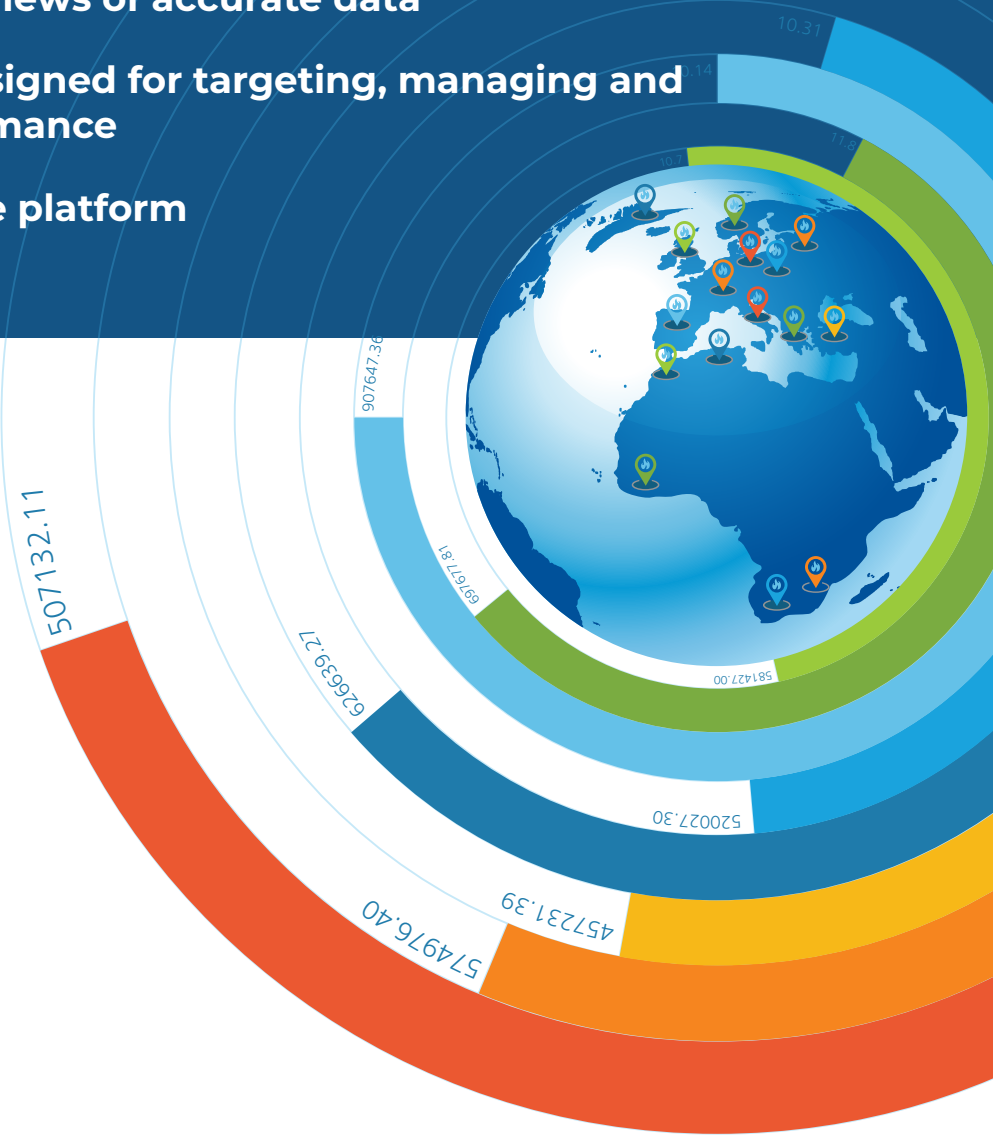
What is Retail Advantage?

Retail Advantage is a digital platform serving retail and leisure destinations. Collecting, aggregating and analysing data. Connecting staff and generating more insights.

A solution designed specifically for retail and leisure destination operation and reporting.

Key Technical Features:

- Multi-channel digital data collection methods via tailored access portals and APIs
- Integrate with additional systems and feeds for fast access to data
- Key metrics provide insight into retail performance patterns and trends
- Understand your data fully through visualisation tools and 1-click reports
- Reporting tailored to role requirements from over 20 years of industry experience
- Configurable dashboards for accessible and versatile methods of monitoring business performance and areas of interest
- Essential communication tools to share relevant information where it is needed
- Event and promotional marketing tools - investigate return on investment
- Export report data to common formats
- ART provides tailored configuration services offering powerful bespoke analysis

Tenant Data Collection

Retail Advantage provides a variety of methods for users to access information and submit data. Tailored sales forms are supplied via web portals accessible on a number of different platforms.

Multi-Channel Access:

Data can be submitted directly by store staff or brand head office users via smartphone, laptop, PC or Mac via a web browser.

Our dedicated Apps for iOS and Android add mobile device access with forms that perfectly fit device screens and increase portability and ease of access.

Also direct connection for tenants to supply data via API or other integrated links to cloud services can provide regular automatic synchronisation of transactional information and other data.

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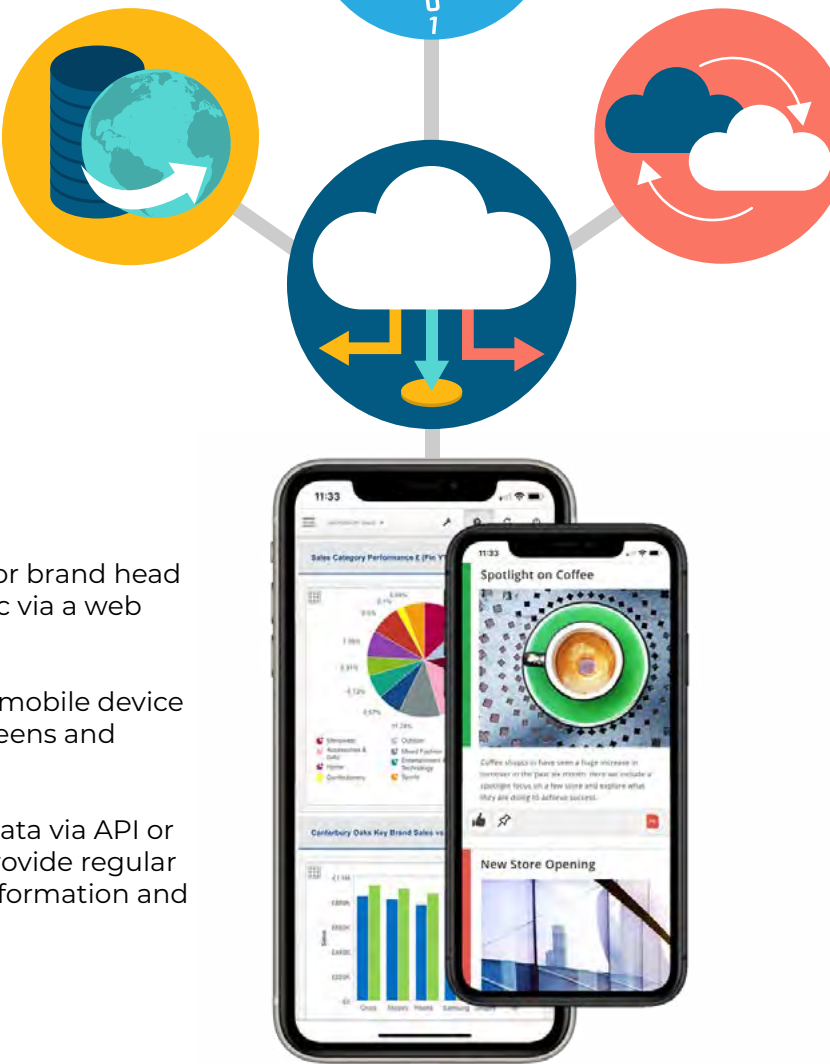
Hands-on Data Management Control

For Management teams at retail and leisure destinations, keeping-track of data coming in and completing a secure weekly or monthly sign-off becomes straightforward.

The Sales Management module provides invaluable tools to achieve the highest levels of data accuracy and facilitate swift data collection, putting you in control of your data.
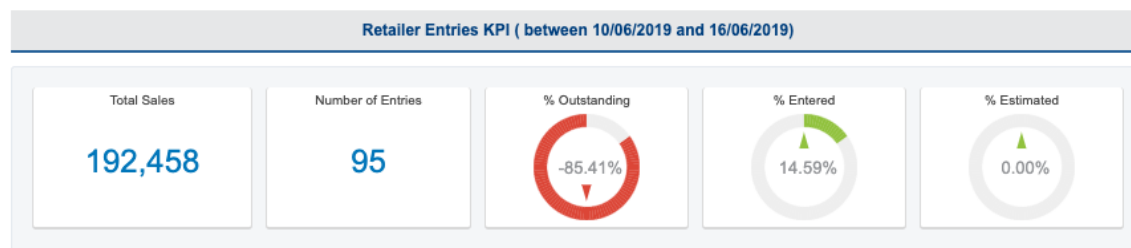
View instantly calculated turnover summaries with warning indicators to help spot errors. Track incoming data as retailers and F&B staff submit forms and see compliance stats at a glance, as well as details on those who are yet to submit data.

Sales notifications can trigger automatically and also be fired-off at will to chase outstanding data. Notifications can be sent both from the app and also externally through email to remind tenants of any sales forms outstanding.

Additional tools provide options to generate estimates or add audited sales data to create a 'Best-View' and also to compare any discrepancy between certified figures and store-supplied data.

Site and Brand Management

Retail Advantage provides insight into KPIs and views of site and region performance. Tools offer optimisation views and brand management.

- **Trends, highlights and growth indicators**
- **Tenant turnover and transactions**
- **People count and movement analysis**
- **Brand and site team commentary**
- **Peak trading periods**
- **Heat-mapping**
- **Budgets**
- **Weather**

Events & Marketing Tools

Retail Advantage lets you explore events to understand marketing and promotional initiatives and other influences. Tools help you examine progress enabling you to use the resulting insights to refine marketing activities and offer targetted tenant coaching to support and enhance retail efforts.

Better Event Analysis:

High-level and inspection views

Event impact analysis

Cost and ROI

Event data comparison tools

Scheme & Portfolio Analysis

Retail Advantage delivers dashboards and other explorative tools that look across multiple sites including performance summaries with drillable insights.

Different levels of access can be assigned enabling stakeholders such as investors to instantly see progress. For example, regional managers can monitor specific site-groups or focus on key brands.

EXPLORE:

Performance by scheme

Portfolio category analysis

Portfolio visitor numbers

Affordability and occupancy cost

Benchmark indicators

Support for Occupiers

Retail Advantage comes bundled with community tools, communication and tailored tenant insights.

Share more to encourage more - your tenants are more likely to provide more granular, strategic information if you are giving something useful back to them

OCCUPIER BENEFITS:

Enhance brand-partner relationships by providing them with the information they need to succeed:

Marketing events and calendar

Critical alerts / pop-ups / reminders, memos and direct communications with documents library

Powerful insights Hub to share footfall and/or other analytics

Site, street, region and category performance league tables

Carrot and Stick

Fast access to information on site footfall performance and other metrics such as store league tables / rankings can create a good relationship with store managers who benefit from sharing this information with brand head office.

Additionally, making useful information available such as staff-discounts and offering prizes for fast data submission can be a great way to positively engage and create friendly competition.

Retail Advantage can also be set to restrict access to key insights if tenants are not contributing data, unlocking information when they resume supplying sales numbers.

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Blend sales performance insights and movement data

The industry's leading analytics suite can be combined with data from different counting and movement tracking systems. This ensures your counting technology meets the global standards for car, footfall and customer numbers.

Captured data flows perfectly through proven reporting toolsets - Retail Advantage is configured with over 20 years of industry reporting experience to analyse movement and transaction data; highlighting busy periods and exploring correlations with revenue data. The solution has connected to data from most well know counting and movement and parking systems provided by PFM, Shoppertrak, Dilax, Springboard, Tasman, Visit, Hoxton, Sensemax, APT SkiData, WPS, Qmatic, Countwise, Viametrics, Presence Orb among others.

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ART supply systems to users in 12 countries. Our analysis tools are well respected, having enabled our clients to expand their operations and supplement their own 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 new destinations such as St James Quarter in Edinburgh.

In many cases Retail Advantage is deployed across a portfolio of schemes and then used to compare and analyse site and performance and use the comparative analysis to inform strategic decisions.

ART's Retail Advantage clients include key industry businesses including Landsec, McArthurGlen Group, The Crown Estate, Grosvenor, Genting, Savills, Falcon, Realm, St. Modwen, Global Mutual, Outlet Evolution, Fortus, Quintain and Nuveen among others.

Lamda Development	Landsec	McArthurGlen Group	The Crown Estate	Nuveen	Genting
Realm	Savills	CBRE	St. Modwen	Grosvenor	Global Mutual

Expertise:

Specialists in Retail Analytics and Systems Integration

25 years providing solutions and analysing data for retail & leisure destinations

UK based with growing international presence

Market leader in analytics & data-driven tools for site management, asset teams and investors

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Unlock Performance
Optimise Strategy

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