

# CHECKCOUNT™

## The analysis tool you can count on

### WHAT ARE THE UNIQUE BENEFITS OF CHECKPOINT'S CHECKCOUNT SERVICE?

- The unique 'web portal interface' provides you with instant trend analysis as well as 'like-for-like' comparisons based on previous periods' performance.
- You can have your visitor counting data sent to you via email in a format that allows you to integrate it into your sales reporting systems.
- We can create 'online' reports for you by adding sales history data to visitor counts. This allows you to see your rate of conversion and average basket size.
- Data validation verifies the integrity of the counting data so you can be sure that the data you see is real. If the data cannot be validated, the service will allow you to make a decision on what to do next.
- Comprehensive and flexible data analysis capabilities provide you with the power to create custom reports.
- You automatically receive any new features/enhancements we make to the CheckCount Service free of charge.

### WHAT IS CHECKCOUNT™ ?

It is a web-hosted visitor counting and reporting service.

### WHAT DOES IT DO?

It allows retailers to have complete visibility of the visitor traffic entering and exiting their stores.

### WHAT IS THE KEY BENEFIT?

By measuring visitor counting data retailers can see at a glance where opportunities for improvement lie, allowing them to create a truly consumer-focused retail service which will improve their profitability.

# CHECKCOUNT



## IS IT DIFFICULT TO IMPLEMENT?

No, it's an easy process. Simply install the counting hardware. Collecting the data is made easy too; either use your Local Area Network (LAN), or Checkpoint can collect it for you via a Global System for Mobile Communications (GSM) network.

## DO I NEED TO HAVE A TECHNICAL BACKGROUND TO USE THIS SYSTEM?

No, it's easy to operate. System problems can typically be resolved with a phone call. Our user-friendly interface makes reading and extracting the data simple.

## HOW DOES CHECKPOINT ENSURE THE SAFETY OF OUR DATA?

Our CheckCount reporting service features a fully redundant system architecture which continually backs-up the stored data. The web portal requires a unique login to access your data. Furthermore, Checkpoint does not read, use or sell your data to anyone.

## DOES CHECKPOINT PROVIDE ONGOING TECHNICAL SUPPORT AND SYSTEM TRAINING?

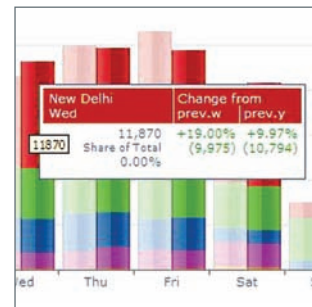
Yes, it's part of our service commitment. We constantly monitor system performance. Users of the reporting service will also be given a tutorial to help them through the website features and reporting capabilities.

## HOW QUICKLY WILL I SEE A RETURN ON MY INVESTMENT?

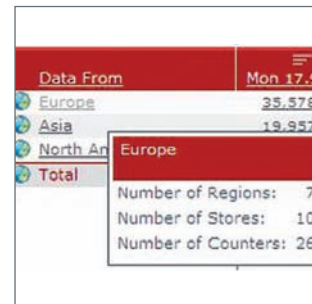
That depends on the size of the investment made and how quickly you react to make the necessary improvements to your operation. ROI could be as little as 6-12 months.

## WILL THE COUNTERS COMPLEMENT MY STORE'S INTERIOR DESIGN?

Our range of counters suit all store environments so there is no need to be concerned about aesthetics – simply choose a counter type that fits your store.



Like-for-Like Comparisons



Trend Analysis