



EVERYANGLE

The **EVERYANGLE** Seller Playbook

A definitive guide for sellers offering a step-by-step roadmap to accelerate sales and pilot initiatives.

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“Retailers have historically struggled to develop the same kinds of insights from their brick & mortar locations, as they have intrinsically from their eComm properties. Who entered the store, where did they go, who did they interact with, and did they convert? All are critical questions to help make retailers successful.

While being cognizant of the typical limitations retailers face with their store network and connectivity, EVERYANGLE has blended their industry and AI acumen with Meraki camera technology to answer these questions and more.”

Mark Scanlan, Global Industry Lead for Retail, Cisco Industry Solutions Group

Section 1: What's in it for YOU

5X Return for the Cisco Sales Channel

Each dollar invested in EVERYANGLE licensing drives a 5X return for the Cisco sales channel.

Sold Exclusively through Cisco Resellers

EVERYANGLE sells exclusively through the Cisco Reseller sales channel, driving partner profitability.

Engage New Stakeholders Beyond IT

EVERYANGLE enables sellers to engage with customers beyond traditional IT stakeholders, forging stickier and revenue-rich relationships.

Rapidly Retire Recurring Software Quota

EVERYANGLE drives consumption of recurring software licenses across the Cisco Meraki portfolio.



"EVERYANGLE is recognized as Cisco's top Vision AI partner in retail, transforming the industry with innovative analytics. Retailers are constantly on the lookout for ways to enhance their physical spaces competitively. By integrating our cameras with EVERYANGLE's insights, it becomes an obvious choice for delivering unmatched intelligence and uncovering new growth avenues for our customers, while also creating fresh lucrative opportunities for sellers."

Patti Page, Client Executive - Retail Industry @ Cisco

Section 2: The EVERYANGLE 5-Step Sales Process

1

Get to Know EVERYANGLE's Products

Use this playbook and its supporting assets to better understand our products and why they matter to your customers.

3

Engage Qualified Retailers with this Playbook

Use the EVERYANGLE Sales Process to engage qualified retailers (page 5).

Don't miss our sales accelerants (page 15)

5

Execute an Awesome Pilot

Agree a Pilot Success Plan with your retail customer, leveraging EVERYANGLE's Customer Success Team to complete and convert the opportunity.

2

Identify & Qualify your Retail Accounts

Pinpoint your best-fit Retail Accounts (hint, look for those customers using conventional footfall counting solutions like Shoppertrak or RetailNext)

4

Meet with EVERYANGLE

Now that you've sparked the interest of your qualified retail customers, it's time to secure a joint meeting with the EVERYANGLE sales team - and start positioning a pilot.

Aurora Analytics



Optimized Store Performance

Enhance store dynamics, optimizing product placement and staff positioning.



Precision Marketing

Target the right audience with pinpointed campaigns at the optimal moment.



Comparative Site Analytics

Compare and glean insights from varying store site performances.



Visual Re-Identification

Distinguishes actual shoppers from non convertible units (minors, staff)



Cost-Efficient Rostering

Align staff schedules to precise footfall data ensuring smart staffing during peak and low hours.



Customer Flow Analysis

Analyze customer paths, from entry to exit, spotlighting sales boosters.



Rapid Insights

Deploy analytics across your retail chain swiftly, gaining insights in real-time.

MEDDPIC Outcomes

- True Customer Identification:** Our customer achieved accurate demographic insights leading to tailored merchandising mix and an 11% increase in men's sales transactions.
- Cost & Resource Efficiency:** Samsøe Samsøe merged dual-use surveillance and analytics cameras, resulting in significant cost savings and technological synergies.
- Overall Sales Impact:** Samsøe Samsøe Observed an estimated 2.9% increase in sales across all sites, with a forecasted 5-5.5% sales uplift upon wider implementation.
- Revenue lift by A/B testing:** Our clients have achieved an 8% revenue lift through in-store strategy adjustments based on customer footfall & demographics data.

General Pricing Model

EVERYANGLE 3Yr Analytics Licence per camera \$1,500

Every EVERYANGLE license generates 5x amount in software and hardware sales for Cisco Sellers.

Who is it for? – Built for Retail, also relevant to:

Restaurants Post-Office Hospitality Gas Stations Specialty Stores

Any business or establishment seeking to optimize workforce productivity, enhance customer satisfaction and drive operational excellence through strategic staff rostering.

Intelligent Archive



Compliance Assurance

Reduce legal exposure and related costs by ensuring compliance mandates are met



Reimagining Data Storage

Optimized storage techniques ensure minimal infrastructure costs.



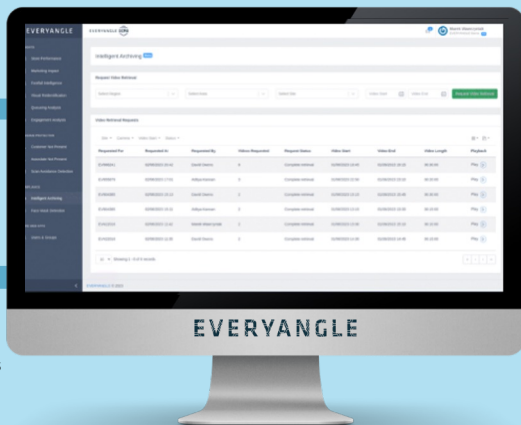
User-Friendly Interface

Simplified navigation for effortless user experience



Flexible Archiving

The archive resolution/fps is entirely independent of the camera settings.



Configurable Retrieval

Easily configure footage retrieval to match business requirements



Privacy & Security

Securely store, retrieve and share footage with privacy by design



Rapid Deployment

It can be deployable to thousands of cameras within minutes.

MEDDPIC Outcomes

- **"Intelligent Access"**: Enabled access to 5 years of data, providing comprehensive insights and historical context for informed decision-making.
- **Cost Savings**: Achieved an 80% reduction in data capture and storage costs, optimizing resource allocation and improving operational efficiency.
- **Energy Savings**: Generated annual energy savings of \$22,000, contributing to cost reduction and environmental sustainability efforts.

Pricing

3 Year Retention, 3 Year Term = \$3,338.98

5 Year Retention, 5 Year Term = \$9,956.94

Who is it for? – Built for Retail, also relevant to:

Gas Stations

Hospitality

Corporate Offices

Warehouses

Any business or establishment that heavily relies on CCTV footage for various purposes – from security and monitoring to compliance and operational insights.

Prospect Qualification



Industry: Retail, Hospitality, Sports & Entertainment.



Scale: Retailers ideally operating a minimum of 25 retail locations.



Sweet Spot: Businesses currently utilizing basic people counting tool like Shoppertrak.



Prospect Qualification Criteria: Identifying Non-Ideal Prospects

Technical Limitations

- **Network Requirements:** No low bandwidth areas. Requires 0.5 Mbps per camera.
- **Processing:** No real-time detection or live-stream capabilities.

Operational Scope

- **Venue Type:** Not suitable for non-permanent setups (pop-up shops, cruise lines, buses, trains, submarines), festivals, concert venues, bars, trade shows, or expos.
- **Functionality:** No drive-thrus, no object detection, no mass crowd analytics (e.g., conferences, airports, train stations). A couple hundred per hour through a choke point may be manageable; precise number to be determined.
- **Analytics Capabilities:** As of yet, doesn't detect people sitting down, track across cameras, perform facial recognition or identification of persons of interest.

Specific Asks

- **Loss Prevention:** Only available at checkout areas or sweetheart zones.
- **Queue Management:** Queues must be organized and free from visual noise.
- **Data Handling:** No custom age ranges allowed.

Use these responses in a call, a meeting or when using email

Approaches for Different Retailers

To High Footfall, Value/Discount Retailers

“EVERYANGLE ensures efficient footfall management, reduces queues, and validates store layouts for optimal performance.”

To Low Footfall, Premium Retailers

“EVERYANGLE focuses on excluding non-customers to identify convertible buyer units, empowering you to truly know your customer. calculate accurate sales conversion rates and maximise the profit per square foot of your stores.”

Current Footfall Analytics Usage

To Retailers currently using footfall counting technology

“EVERYANGLE surpasses competitors like Shoppertrak with unparalleled precision in customer demographics and operational analytics. Their advanced platform delivers deeper insights and enables smarter staffing & store layouts.”

To Retailers not using footfall counting technology

“Footfall analytics revolutionizes retail, equipping you with the data-driven prowess of online giants. It not only propels sales with actionable insights but also trims expenses significantly. Neglect it, and you're flying blind; embrace Vision AI, and you lead the pack.”

Key Conversational Questions

To Retailers currently using footfall counting technology

“What specific limitations are you facing with your existing footfall technology? What customer data points or store insights would you like it to show that it doesn't include?”

To Retailers not using footfall counting technology

“How would more accurate and detailed footfall & customer data enhance your strategic planning, store performance and decision-making?”

Script Starters for Sales Engagement

To Retailers currently using footfall counting technology

“A basic footfall counter is no longer good enough, and with them retailers are operating in the dark. To compete in this age, physical retail needs the same level of customer analytics as ecommerce or online marketplaces. EVERYANGLE bridges the gap between physical and online retailers.”

To Retailers not using footfall counting technology

“Depending only on POS data for store performance isn't enough, masking true conversion rates. Physical retailers now demand granular customer analytics akin to online stores. EVERYANGLE meets this need, vital for enhancing profitability and efficiency in 2024.”

No matter how you choose to engage your customer, be sure to present the most compelling EVERYANGLE Differentiators:

True Customer Identification

Our tech distinguishes between staff, minors, duplicates, and non-customers, offering unparalleled accuracy in customer count analysis. Once you identify your true customer profile, you can drill down into their demographics & behavioral dynamics.

Speed of Service Dashboard

Good service is crucial to building customers for life in physical retail and hospitality. Our speed of service dashboard streamlines operational efficiency, enabling cost-effective staff scheduling and enhancing overall performance.

POS Integration

By integrating with your POS system, EVERYANGLE enables you to see and evaluate store performance and identify your true conversion rate across each site. It allows you to drill down into the exact profile of your converting customers, to understand your ideal customer profile.

Unrivalled Granularity in Demographics

Other tools are generally basic footfall counter. Our advanced analytics don't just reveal how many entered your store, they reveal detailed group sizes, age, and gender distribution, by time and store zones, for a comprehensive understanding of your clientele.

We Go Beyond Heatmapping

Our advanced engagement analysis tool examines customer behavior in store hotspots, aiding layout verification, merchandising evaluation, and profit optimization per square foot. Using our engagement analysis saves hundreds of thousands in store layout experimentation.

A/B Split Testing Capabilities

Physical retail has had a 'hit and hope' approach to marketing for decades. EVERYANGLE offers physical retail a new capability - A/B testing for effective campaign measurement and optimization, tailored specifically for retail marketing.

Share a compelling customer Case Study

Samsøe Samsøe's Data-Driven Triumph

A leader in Danish fashion, Samsøe Samsøe offers contemporary apparel and accessories that captivate global style enthusiasts. They have 50 owned stores and more than 1.600 retail spaces across 31 countries.

The Problem

Samsøe Samsøe struggled to distinguish genuine customers from staff and minors in their footfall data, limiting their understanding of customer demographics and impeding the optimization of store layouts and merchandising strategies.



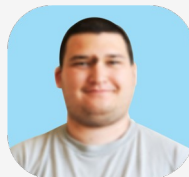
The Solution

True Customer Identification: Accurate demographic insights led to a tailored merchandising mix, yielding an 11% increase in men's sales transactions.

Cost & Resource Efficiency: The dual-use of surveillance and analytics cameras resulted in cost savings and technological synergies.

Overall Sales Impact: An estimated 2.9% increase in sales across all sites was observed, along with a forecasted 5-5.5% sales uplift upon wider implementation.

A 2.9% increase in annual sales translates into \$4.3 Million increase in revenue - which is a 26x ROI on the investment cost (incl EVERYANGLE + Cisco MV cameras)!



"EVERYANGLE's insights have been instrumental in refining our product, marketing, and design strategies, propelling Samsøe Samsøe to new heights of customer engagement and business efficiency."

Simeon Solarsky

Head of Information Technology

Handle EVERYANGLE objections with these responses

We don't have a significant budget for footfall counting/cameras

“Understandably, budget constraints are a key consideration. The great news is that EVERYANGLE's system is designed to maximize insights with minimal hardware. Our advanced analytics can be driven effectively from even a single camera setup, ensuring you get significant insights without the need for extensive investment.

We already invested in a rival solution not long ago. Why should we change, considering the cost involved?

“EVERYANGLE's data and insights empowers you to maximise the profit per square foot of every store you operate. EVIDENCE – EVERYANGLE has been shown to yield near immediate return on investment (Samsoe Samsoe yielded a 3% increase in sales across sites with EVERYANGLE, bringing a 26X annual return on investment and paying for itself in a matter of weeks.”

How reliable is your technology? We can't afford downtime or inaccuracies.

“Reliability is a cornerstone of EVERYANGLE. Our platform is built on robust, resilient technology ensuring consistent performance with minimal downtime. The accuracy of our analytics is industry-leading, giving you insights you can trust for informed decision-making.”

Handle EVERYANGLE objections with these responses

Will we have to replace our existing CCTV cameras in order to use EVERYANGLE?

"No, EVERYANGLE can be deployed using standalone fish-eye smart cameras that don't impact on your existing CCTV estate, but if you already have a smart fish-eye camera pointed at an entrance for CCTV purposes, we can be layered on that camera to consolidate the need for separate devices, saving money & reducing complexity."

We're not sure how this technology will be received by our customers. Won't it be seen as intrusive?

"Customer perception is key, and our technology is designed to be non-intrusive. We focus on aggregate data and insights, not tracking personally identifiable information. We use a form of facial detection NOT facial recognition. EVERYANGLE's philosophy of privacy by design infuses every solution we offer, ensuring our customers benefit from advanced analytics without compromising individual privacy, aligning with global data protection standards."

Can your system handle the scale of our multi-location operations?

"Absolutely. EVERYANGLE is designed for scalability, whether you operate relatively few stores or a multi-national chain (our larger customers operate 1000+ stores globally). Our system can be easily deployed across multiple geographies and regions, providing consistent, integrated insights across your entire operation."

Feature	EVERYANGLE	Shoppertrak	RetailNext
Footfall Counting	✓ Yes, requires smart camera only	✓ Yes, requires point solution device	✓ Yes, requires point solution device
Detailed Demographic Analysis	✓ Yes, High accuracy derived from anonymous facial analysis	✗ NO	✗ No, Inferred based off poor data points (vertical height)
True Customer Identification	✓ YES	✓ Additional Hardware Required	✓ Additional Hardware Required
Dwell-time analysis	✓ Yes, Advanced (excludes pass through traffic)	✓ Yes, basic (doesn't exclude passthrough)	✓ Yes, basic (doesn't exclude passthrough)
Smart Staffing Enablement	✓ YES	✓ Basic Recently Introduced	✗ NO
A/B Split-Testing Platform	✓ YES	✗ NO	✗ NO
Speed of Service Dashboard	✓ YES	✗ NO	✗ NO
Pricing	✓ \$86 EVERYANGLE License + Smart Camera	✗ \$80 for most basic device	✗ \$100

The EVERYANGLE 5-Step Sales Process

Engage Retailers using this Playbook

Shoppertrak vs EVERYANGLE Battlecard

Part of Sensormatic Solutions, partners with retailers, malls and entertainment venues to help them better understand consumer behavior and leverage that information to increase profitability.



Shoppertrak key points

- Retail analytics service under Sensormatic Solutions.
- Focuses on consumer behavior to enhance retail profitability.
- Known for footfall counting but limited in granular analytics, primarily tracks traffic vs conversions.

EVERYANGLE provide comprehensive footfall analysis and unrivalled demographic insights, elevating beyond simple counting that Shoppertrak delivers and instead enabling precise identification of opportunity areas

Shoppertrak Pricing

Approximately **\$3,000 for a 36-month** term for one sensor.

Everyangle Pricing

Approximately **\$800-1600** plus one Cisco Meraki Camera cost (approx \$1000)

Maximizing Your Hardware Investment

Both solutions require some hardware investment. We excel by integrating seamlessly with some existing CCTV systems (Cisco Meraki Cameras), potentially reducing the TCO by avoiding unnecessary hardware replacements or upgrades.

COMPETITOR'S KEY STRENGTHS

HOW TO ADDRESS THEM

"We provide the most In-depth Analytics"

They don't allow for granular breakdown into groups per hour, gender breakdown of groups and of attendees per hour, they don't drill down into the true customer count and true conversion rate of each store or have a holistic view of store performance"

Shoppertrak are perhaps the most widespread solution on the market

Shoppertrak has significant market share, but since its acquisition by Sensormatic has shown little in the way of innovation, customer service and matching the technology, features and service EVERYANGLE offers.

COMPETITOR'S WEAKNESSES

HOW TO ADDRESS THEM

Lack of holistic 360 degree view of store performance

EVERYANGLE provide a 360-degree view, from in-store promotions to staff allocation and store layout optimizations.

Employee Identification - Does not exclude Minors too - Not showing TRUE CUSTOMER count

They distinguish between staff and customers BUT don't distinguish between staff, minors and customers like us, meaning they don't know their true count of convertible customers

No Marketing Impact Dashboard

We have a specific dashboard built to power marketers with the metrics they need to measure impact of promotions, campaigns and store merchandising and layout.

Brick and Mortar Retail Approach

Our analytics solutions is designed to meet the challenges faced by retailers, offering insights through practical applications.

True Store Performance



Evaluate and learn from different store performances to continually enhance retail operations.

Strategic Store Layouts



Apply insights from foot traffic and dwell time analytics to design store layouts that enhance shopping experiences and increase sales.

Strategic Facility Management:



Apply analytics for smarter maintenance scheduling and energy use, improving sustainability.

Operational Savings



Analyze paths and behaviors to ensure safety, optimize store layouts, and improve shopper satisfaction.

Smart Staffing



Align staffing with real-time store needs, ensuring high levels of customer service without overspending.

Optimised Shopping Experiences



Utilize in-depth analytics to personalize product placements and promotional displays tailored to shopper demographics.

MEDDPIC Outcomes

- **True Customer Identification:** Accurate demographic insights have led to a tailored merchandising mix, yielding an 11% increase in men's sales transactions for Samsøe Samsøe.
- **Cost & Resource Efficiency:** The dual-use of surveillance and analytics cameras results in cost savings and technological synergies.
- **Overall Sales Impact:** For Samsøe Samsøe estimated 2.9% increase in sales across all sites was observed, along with a forecasted 5-5.5% sales uplift upon wider implementation.
- **Impact:** For Samsøe Samsøe - A 2.9% increase in annual sales translates into \$4.3 Million increase in revenue - which is a 26x ROI on the investment cost (incl EVERYANGLE + Cisco MV cameras)

Retail Groups partnering with EVERYANGLE:

OXFORD

Tommy Bahama
THE BEAUFORT
BONNET COMPANY

Lilly Pulitzer
SOUTHERN TIDE

JOHNNY WAS
DUCK HEAD

Leon's

KING

MULBERRY

JD

VINFAST

SAMSØE SAMSØE

sleep number

Walmart
México

Hospitality & QSR Approach

Hospitality venues use EVERYANGLE to enhance guest experiences, streamline operations, and boost revenue through targeted analytics.

Guest Demographics



Target marketing efforts and service offerings more precisely to meet guest expectations and preferences.

Guest Flow Analysis



Enhance safety and guest satisfaction by understanding movement patterns, identifying high traffic times, and optimizing layouts.

Strategic Facility Management:



Apply analytics for smarter maintenance scheduling and energy use, improving sustainability.

Operational Savings



Gain insights from performance analytics across different hospitality sites for cost-saving strategies.

Smart Staffing



Schedule staff based on actual event data, ensuring efficiency without overstaffing.

A/B Testing for Enhanced Experiences



Use real-time feedback to refine guest services, amenities, and marketing for higher guest satisfaction and revenue.

MEDDPIC Outcomes

- Major QSR Chains are harnessing our Speed of Service dashboard to optimise labour, staffing smarter, reducing wait times & queues to improve NPS score and Customer Lifetime Value to reduce abandonment & CLV losses annually totalling millions.
- Precision Marketing Efforts:** Craft campaigns that resonate with specific guest demographics, driving bookings and on-site spending.
- Cost Savings:** Using our Intelligent Archive Joey Restaurants realized an impressive 80% cost savings in data capture and storage, reducing operational expenses, leading to energy savings of \$22,000 annually, contributing to sustainability initiatives.

Hospitality Groups partnering with EVERYANGLE:



Ideal Use Cases

- Tailor offerings in VIP areas and concession stands.
- Boost merchandise store sales with data-backed strategies.
- Enhance overall venue management for security and guest satisfaction.
- Empower venues to become data-driven powerhouses with EVERYANGLE and Cisco.

Sports & Entertainment Approach

Sports & Entertainment Venues use EVERYANGLE to refine fan experiences, optimize operations, and increase sales through precise data analytics.



Fan Demographics

Target the right audience with pinpointed campaigns, at the optimal moment.



Flow Analysis

Track fan movements for safety and engagement enhancements, and identify bottlenecks.



Sales Uplift:

Deploy strategic adjustments for an estimated 2.9%-5.5% sales increase across concessions and merchandise.



Operational Savings

Compare and glean insights from varying store site performances.



Smart Staffing

Schedule staff based on actual event data, ensuring efficiency without overstaffing.



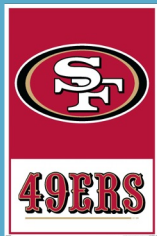
A/B Testing Gains

Achieve an revenue uplift by tailoring in-venue strategies based on real-time data.

MEDDPIC Outcomes

- **Fan Experience Optimization:** Use analytics to improve concession efficiency, merchandise placement, and event staffing.
- **Targeted Marketing:** Pinpoint campaigns enhance fan engagement and maximize returns on marketing investments.
- **Smart Staffing:** Align staff schedules with event demands, ensuring optimal service without overspending.
- **Event Insights:** Compare performance across events to fine-tune offerings and operations.
- **Flow Analysis:** Monitor fan movement to ensure safety, optimize venue layout, and reduce bottlenecks.

Sports & Entertainment partnering with EVERYANGLE:



Ideal Use Cases

- Tailor offerings in VIP areas and concession stands.
- Boost merchandise store sales with data-backed strategies.
- Enhance overall venue management for security and guest satisfaction.
- Empower venues to become data-driven powerhouses with EVERYANGLE and Cisco.

The Cisco Retail Insight Package

A tailored package combining **MV cameras + EVERYANGLE**

With "The Retail Insight Package," you're not just investing in cameras for security; you're investing in an intelligence solution that bridges the gap between physical and online retail analytics.

Merge Meraki MV's superior camera quality with EVERYANGLE's revolutionary intelligence for unmatched retail insights.



It's not about how many enter your store, but WHO enters and how do they behave, engage & convert.

"The Intelligent Retailer" - Transform Your Space, Unlock Your Potential

Unlock the full potential of your Cisco Meraki cameras with "The Intelligent Retailer" package, a premium integration of EVERYANGLE's advanced Vision AI analytics.

Elevate your Cisco Meraki cameras from mere observation tools to strategic assets with "The Intelligent Retailer."

The Power of the Package

A package simplifies the sales process for both the seller and the customer. They are buying a comprehensive package that leverages EVERYANGLE's Vision AI to transform their retail environment into a data-driven powerhouse, where actionable insights fuel growth, efficiency, and a deeper connection with your customers.

Simple Pricing for single camera Intelligent Insight 3 year package

- EVERYANGLE 3Yr Aurora Licence - \$3,603.67
- Meraki Camera: MV63-HW - \$1,607
- Meraki License: LIC-MV-3YR - \$751.62
- Total LIST Cost Per Entry: \$5000

Book an **Intro** **call** with **EVERYANGLE**

Once you have qualified a prospect and sufficiently generated interest through your initial call, book a call in with the EVERYANGLE sales team

HELLO@EVERYANGLE.AI

Or contact the sales team members you know;

David@EVERYANGLE.AI

Darrin@EVERYANGLE.AI



Optimal Pilot Strategy:

Choose one site for simplicity and focus.
Prioritize quick deployment in an actual retail space.

Pilot Timeline:

Usually completed within an efficient two-week timeframe.

Support:

Our Customer Success Team is on hand to facilitate your pilot.

Stakeholder Engagement:

Engage essential business unit stakeholders for full alignment and thorough impact.

**Execute and Complete a Pilot = One New
Custom EVERYANGLE Jacket**



Look as cool as these guys!



EVERYANGLE

Appendix / Sales Guides



3. EVERYANGLE Sales Guides

Industry Approach / Use

Cases

- [Brick & Mortar Retail](#)
- [QSR Hospitality](#)
- [Sports & Entertainment](#)

Sub-Vertical Sales

Approach / Use Cases

- [Gas Stations](#)
- [Bed and Mattress Stores](#)
- [Sports and Entertainment Venues](#)
- [Furniture Stores](#)
- [Fashion Retail](#)
- [Grocery](#)

Sales Assets

[Visit the Seller Success Hub](#)

- [Aurora Analytics 2 Page Overview](#)
- [Aurora Analytics Features Guide](#)
- [Aurora Analytics Video Overview](#)
- [Aurora Analytics Case Study Download - Samsoe Samsoe](#)
- [Intelligent Archive 2 Page Overview](#)

Pricing and Packaging

Package Options

Entrance Package: 1 X MV13 Camera + 1 EVERYANGLE Licence per entrance

Total Store Package: 1 X MV13 Camera per entrance + multiiple MV33 fisheye cameras with EVERYANGLE licenses

Negotiation Strategy

To CFOs Position E- VERYANGLE + Cisco as more cost competitive solution upgrade/alternative to traditional footfall solutions.

To Heads of IT - present the opportunity to replace two legacy hardware devices (footfall counter + CCTV) with one MV Smart camera

Discount Strategy

EVERYANGLE can offer **additional free of charge licenses for larger volutme deals.**

Customer Success Stories

Testimonials & Client References

Simeon Solarsky - Samsoe Samsoe

Examples of Business Impact

Joey Restaurants
Samsoe Samsoe

Successful Sales Engagements

Chuck E Cheese
Oxford Industries

3. EVERYANGLE Sales Guides

Pitching to different sub-verticals

Retail Gas Stations

EVERYANGLE's Comprehensive Features for Gas Stations:

1. Precision Customer Counting

Accurately track and analyze vehicle and customer volume to determine peak times and popular services.

2. Optimized Staffing & Efficiency

Ensure efficient staff allocation during peak hours for smooth operations and superior customer service.

3. Evaluate In-Station Promotions

Measure the effectiveness of promotions, special fuel offers, and in-store advertising displays to enhance engagement.

4. Detailed Station Demographics

Gain insights into customer demographics to tailor service offerings and product placements effectively.

5. Station Performance Insights

Identify high-activity areas within the station for optimal layout and service adjustments.

EveryAngle is transforming the gas station experience with data-driven strategies.

Integration with Cisco Technologies:

Highlight how EVERYANGLE seamlessly integrates with Cisco's existing infrastructure, such as Meraki cameras and networking solutions, to provide a holistic solution tailored to the client's needs.

Regulatory Compliance Assistance:

Emphasize EVERYANGLE's ability with our Intelligent Archive to assist gas station clients in complying with industry regulations and standards, such as safety protocols, environmental regulations, and data privacy laws, thereby mitigating risks and ensuring regulatory compliance.



EVERYANGLE's Live Gas Station Pilots/Customers:

- RaceTrac Pilot

3. EVERYANGLE Sales Guides

Pitching to different sub-verticals

Shopping Malls

EVERYANGLE's Tailored Solutions for Shopping Malls

Advanced Footfall Analytics

Leverage precision footfall counting to understand shopper volume throughout the day, pinpointing peak shopping hours and high-traffic zones within the mall.

Rental Pricing Precision

Utilize demographic granularity and footfall data to strategically price rental units, ensuring that retail spaces are valued accurately according to their true foot traffic and customer appeal.

Enhanced Operational Efficiency

Ensure optimal staffing and resource allocation based on real-time footfall analytics, elevating the shopping experience and maximizing operational effectiveness.

Promotional Impact Assessment

Gauge the success of mall-wide promotions, seasonal events, and advertising campaigns by analyzing changes in footfall patterns and demographic engagement, enabling data-driven marketing strategies.

Demographic Insights for Tenant Mix

Gain deep insights into the demographics of mall visitors to inform the ideal tenant mix, aligning with shopper preferences and behaviors for a more engaging retail environment.

Performance Optimization

Identify key areas of interest and underutilized spaces through detailed footfall and demographic analysis, facilitating layout adjustments and strategic planning for future developments.

- Power Fuel Service with Intelligent Insights
- Elevate Gas Station Operations
- Lead the Future of Station Optimizations
- Turbocharge Stations with Data Insights

Integration with Cisco Technologies:

Highlight how EVERYANGLE seamlessly integrates with Cisco's existing infrastructure, such as Meraki cameras and networking solutions, to provide a holistic solution tailored to the client's needs.

Regulatory Compliance Assistance:

EVERYANGLE offers shopping malls advanced analytics through privacy-focused facial detection, not recognition. Our tech optimizes rental pricing, operational efficiency, and tenant selection using anonymized data, enhancing shopping experiences while ensuring privacy and regulatory compliance.

3. EVERYANGLE Sales Guides

Pitching to different sub-verticals

Bed & Mattress Stores

How Bed and Mattress Stores harness EVERYANGLE

1. Precision Customer Counting

Accurately track and analyze vehicle and customer volume to determine peak times and popular services.

2. Optimized Staffing & Efficiency

Ensure the right number of staff is allocated during busy periods to provide personalized assistance and streamline the customer experience, leading to increased sales and customer satisfaction.

3. Evaluate In-Station Promotions

Measure the effectiveness of in-store promotions, such as discounts and special offers, to drive customer engagement and increase sales conversion rates.

4. Detailed Station Demographics

Gain insights into customer demographics, including age, gender, and preferences, to tailor product offerings, marketing campaigns, and store layouts to specific customer segments.

5. Store Performance Insights

Identify high-traffic areas within the store, as well as underperforming sections, to optimize store layout, product placement, and overall operational efficiency.

EveryAngle is helping companies like Sleep Number and King Living

Use Cases for Sleep Number and King Living

Foot Traffic Analysis: Analyzing foot traffic patterns helps bed and mattress stores understand peak times and optimize staffing levels to provide better customer service.

Customer Demographics: By gathering demographic data, such as age and gender, stores can tailor their product offerings and marketing campaigns to specific customer segments.

Queue Management: Queue analytics help stores manage customer flow, minimize wait times, and improve the overall shopping experience.

Product Placement Optimization: Utilizing data insights, stores can optimize the placement of beds and mattresses within the store to maximize visibility and sales.

Sales Performance Tracking: Tracking sales performance metrics helps stores identify trends, measure the effectiveness of promotions, and make data-driven decisions to drive sales growth.

Staff Rostering: Analyzing customer traffic patterns allows stores to optimize staff scheduling to ensure that the right number of employees are available during peak hours.



EVERYANGLE's Live Bed & Mattress Store Pilots/Customers:

- SleepNumber
- KingLiving

POC/Pilots

- MattressFirm

3. EVERYANGLE Sales Guides

Pitching to different sub-verticals

Sports/Entertainment Venues

How Sports Venues harness EVERYANGLE

1. Precision Customer Counting

Accurately track and understand the flow of visitors throughout different zones of the venue to optimize attractions and services.

2. Optimized Staffing & Efficiency

Ensure exceptional fan service by strategically positioning staff during peak times to maximize guest satisfaction.

3. Evaluate In-Venue Promotions

Measure the success and engagement levels of promotions, special events, and marketing strategies executed within the venue.

4. Detailed Venue Demographics

Gain insights into the demographics and preferences of your visitors to tailor future events and marketing campaigns effectively.

5. Store Performance Insights

Assess which amenities or zones in the venue garner the most attention, aiding in future planning and adjustments.

EVERYANGLE: Powering TopGolf's analytics

- Assessing customer engagement on site.
- Elevating fan experience using intelligent insights.
- Understanding with unmatched granularity the customers they serve.
- Observing the dynamics of group sizes, distilled down to age groups and gender at different times.

Ensuring the optimal venue layout to maximize fun

EVERYANGLE is leading the transformation in entertainment venue management, endowing facilities with insightful, data-driven strategies.

Seamless Integration with Cisco Technologies:

EVERYANGLE seamlessly integrates with Cisco's existing infrastructure, including networking solutions and customer data platforms, providing Greenreb with a unified and scalable solution tailored to their unique requirements.



EVERYANGLE's Live Entertainment/Hospitality Venues

- Greenreb

Live Pilots:

- 49'ers

3. EVERYANGLE Sales Guides

Pitching to different sub-verticals

Furniture Stores

How Sleep Number harnesses EVERYANGLE

1. Precision Customer Counting

Accurately track and analyze foot traffic to determine peak times and popular products, enabling King Living to optimize staffing and resources accordingly.

2. Optimized Staffing & Efficiency

Ensure the right number of staff is allocated during busy periods to provide personalized assistance, streamline the customer experience, and increase sales conversion rates.

3. Evaluate In-Station Promotions

Measure the effectiveness of in-store promotions, such as discounts and special offers, to drive customer engagement and increase sales.

4. Detailed Station Demographics

Gain insights into customer demographics, preferences, and behaviors to tailor product offerings, marketing campaigns, and store layouts to specific customer segments.

5. Store Performance Insights

Identify high-traffic areas within the store and underperforming sections to optimize store layout, product placement, and overall operational efficiency.

EVERYANGLE: Powering King Living's retail success

- Modernize with Real-time Analytics
- Power Fuel Service with Intelligent Insights
- Elevate Gas Station Operations
- Lead the Future of Station Optimizations
- Turbocharge Stations with Data Insights

Ensuring the optimal store layouts to drive conversion

KingLiving rely on EVERYANGLE to ensure their store layout maximises store conversion. Each square meter of the stores engagement is observed using engagement analysis to ensure it maximises profitability per square foot in store.

Seamless Integration with Cisco Technologies:

EVERYANGLE seamlessly integrates with Cisco's existing infrastructure, including networking solutions and customer data platforms, providing King Living with a unified and scalable solution tailored to their unique requirements.



EVERYANGLE's Live Bed & Mattress Store Customers:

- KingLiving
- Leons Furniture

3. EVERYANGLE Sales Guides

Pitching to different sub-verticals

Fashion Retail Stores

How Fashion harness EVERYANGLE

1. Precision Customer Counting

Accurately track and analyze foot traffic to determine peak times and popular products, enabling fashion retailers to optimize staffing and resources accordingly.

2. Optimized Staffing & Efficiency

Ensure the right number of staff is allocated during busy periods to provide personalized assistance, streamline the customer experience, and increase sales conversion rates.

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EVERYANGLE: Powering a Revolution for Fashion Retailers

- Modernize with Real-time Analytics
- Elevate Fashion Retail Operations with Intelligent Insights
- Lead the Future of Retail Optimizations
- Turbocharge Stores with Data Insights

Ensuring the optimal store layouts to drive conversion

Samsoe, Oxford Industries, and Mulberry rely on EVERYANGLE to ensure their store layouts maximize conversion rates. By leveraging engagement analysis, EVERYANGLE ensures that every square meter of the store is optimized to maximize profitability per square foot.

Seamless Integration with Cisco Technologies:

EVERYANGLE seamlessly integrates with Cisco's existing infrastructure, including networking solutions and customer data platforms, providing retailers with a unified and scalable solution tailored to their unique requirements.



EVERYANGLE's Live Bed & Mattress Store Customers:

- Oxford Industries
- Mulberry
- Samsoe Samsoe

3. EVERYANGLE Sales Guides

Pitching to different sub-verticals

Grocery Stores

We offer major retailers

1. Precision Customer Counting

Accurately track and analyze foot traffic to determine peak times and popular products, enabling grocery stores to optimize staffing, product placement, and resource allocation accordingly.

2. Optimized Staffing & Efficiency

Ensure the right number of staff is deployed during peak hours to provide personalized assistance, streamline checkout processes, and enhance overall customer satisfaction.

3. Evaluate In-Station Promotions

Measure the effectiveness of in-store promotions, discounts, and marketing campaigns to drive customer engagement, increase sales, and maximize ROI.

4. Detailed Station Demographics

Gain valuable insights into customer demographics, preferences, and shopping behaviors to tailor product offerings, marketing strategies, and store layouts to specific customer segments.

5. Store Performance Insights

Identify high-traffic areas within the store, analyze sales patterns, and monitor inventory levels to optimize store layout, product placement, and operational efficiency.

EVERYANGLE's Impact on Grocery Stores

- Optimise store layout & aisle configurations
- Smart rostering to reduce wait-time
- Lead the Future of Retail Optimizations
- Turbocharge Stores with Data Insights

Ensuring the optimal store layouts to drive conversion

With EVERYANGLE, major stores like Walmart can harness the power of data-driven insights to transform their operations, elevate the customer experience, and thrive in today's competitive retail landscape.

Seamless Integration with Cisco Technologies:

EVERYANGLE seamlessly integrates with Cisco's existing infrastructure, including networking solutions and customer data platforms, providing retailers with a unified and scalable solution tailored to their unique requirements.



EVERYANGLE's Live Bed & Mattress Store Customers:

- Walmart

3. EVERYANGLE Sales Guides

Pitching to different sub-verticals

Grocery Stores

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EVERYANGLE's Live Bed & Mattress Store Customers:

- Walmart

Need a Specific Resource or Sales Accelerant?



Contact Malachy@EVERYANGLE.AI
& let him know what you need!

