



- **Customer Analytics**
- **Digital Signage and Content Management**
- **Loss Prevention Solutions**
- **Age AI - In store Automated Age Verification**
- **Autonomous Retail**

At Johnston Retail Services, we're on a mission to revolutionise the retail industry through innovative solutions that maximise revenue, enhance customer experiences, and fortify the foundations of retail success.

With a deep understanding of the intricate dynamics of the Irish retail landscape, we offer a comprehensive suite of offerings that empower retailers to thrive in a rapidly evolving market.

Our Pillars of Excellence:

Customer Analytics

Unleash the Power of Data for your Store

Loss Prevention Systems

Safeguarding Your Success

Digital Signage Innovations

Captivate, Engage, Thrive



PROVIDING THE DATA TO DRIVE YOUR BUSINESS

- || Visitors by Store
- || Passing Traffic
- || Turn In Rate
- || Dwell Time
- || And a lot more

A Wealth of Information for your Management Team



Operations / Sales

- || Sales Conversion by Store / League Tables
- || Trading Hours Analysis
- || Store Design Effectiveness
- || Product / Shelf Interaction
- || Customer Care Initiatives:
 - || Queue Management
 - || Washroom Management



Marketing

- || Marketing Campaign Effectiveness by store
- || Window / Internal Merchandising Effectiveness



People Management

- || Staff Planning and Scheduling
- || Performance Management



Finance

- || Maximizing ROI on Capex Spend
- || Measuring Marketing ROI
- || Determining Optimum Staffing Costs

How Retailers Use This Data:

- Compare store performance and set meaningful KPIs.
- Review marketing, VM, window, POS effectiveness by store with turn-in analysis.
- Plan the most effective labour scheduling to meet customer peaks.
- Assess each store's performance by every hour, of every day, of every week.
- Maximise conversion of footfall into gross store revenue!

KPI Report for Management Review

Historical Trends and Data



Our comprehensive range of Loss Prevention Solutions offers every retail sector and every budget a leading product protection solution.



We carry the broadest range of EAS solutions for all products, offering RF, AM and RFID solutions. As the exclusive Irish agent for Checkpoint - the largest supplier of loss prevention solutions in the world, we offer a complete range of tagging solutions for your stores.

Additionally, we are constantly reviewing new Loss Prevention innovations such as 'Concept Tag', the world's most secure tag, which is proven to reduce theft rates by over 50%.



How Retailers Benefit from our Loss Prevention Solutions:

- Benefit from a significant reduction in rates of theft.
- Experience a reduction in theft of non-tagged items when tagging is deployed.
- Significantly reduce staff time dealing with theft and shoplifting instances.



Fort Knox is the world's most secure tablet, phone, wearables product display security system. The system is so secure that globally, any retailer deploying the solution, enjoys a **0% theft rate**.

**HIGH-SECURITY DISPLAY
DESIGNED TO STOP AGGRESSIVE
PHONE-THEFT. WITH THE
FASTEST NPI, AND THE FIRST
AUTO-RELEASE FUNCTION
POWERED WITH AN
ELECTRONIC KEY.**

FORTKNOX

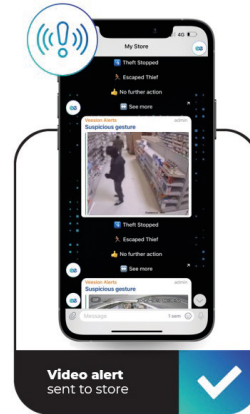
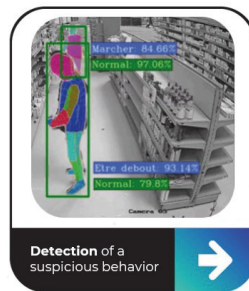
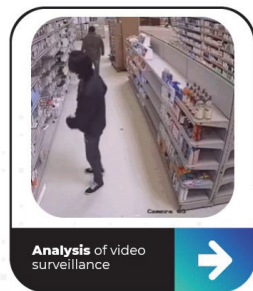
- ✓ USER-EXPERIENCE FOCUSED
- ✓ INCREDIBLY INTUITIVE TO USE
- ✓ FRUSTRATES AND DETERS SHOPLIFTERS



- Metal Matrix Composite (MMC) for stronger than steel reinforcement.
- Wave-form claw fits all phone sizes.
- 3-second release key control.
- 90° bracket rotation.

Vision 24/7 is an innovative software that plugs into your current CCTV cameras which then monitors known human behaviour and movement associated with theft. The solution provides real-time alerts to staff members when suspicious behaviour is received. This allows your team to make an informed intervention and prevent loss “there and then”. The alert is issued within 20 seconds of the suspicious behaviour being recorded and the notification is sent to nominated team members.

AN EVOLUTIONARY TECHNOLOGY



How Retailers Use This Loss Prevention Solution:

- A proactive and proven deterrent to theft.
- Allows an intervention in real time to stop loss happening “Here and Now”.
- No more reviewing of historical CCTV, act in the “Now” and not in the past
- The technology does the job of an expensive security guard.
- The technology is constantly learning and is GDPR compliant.



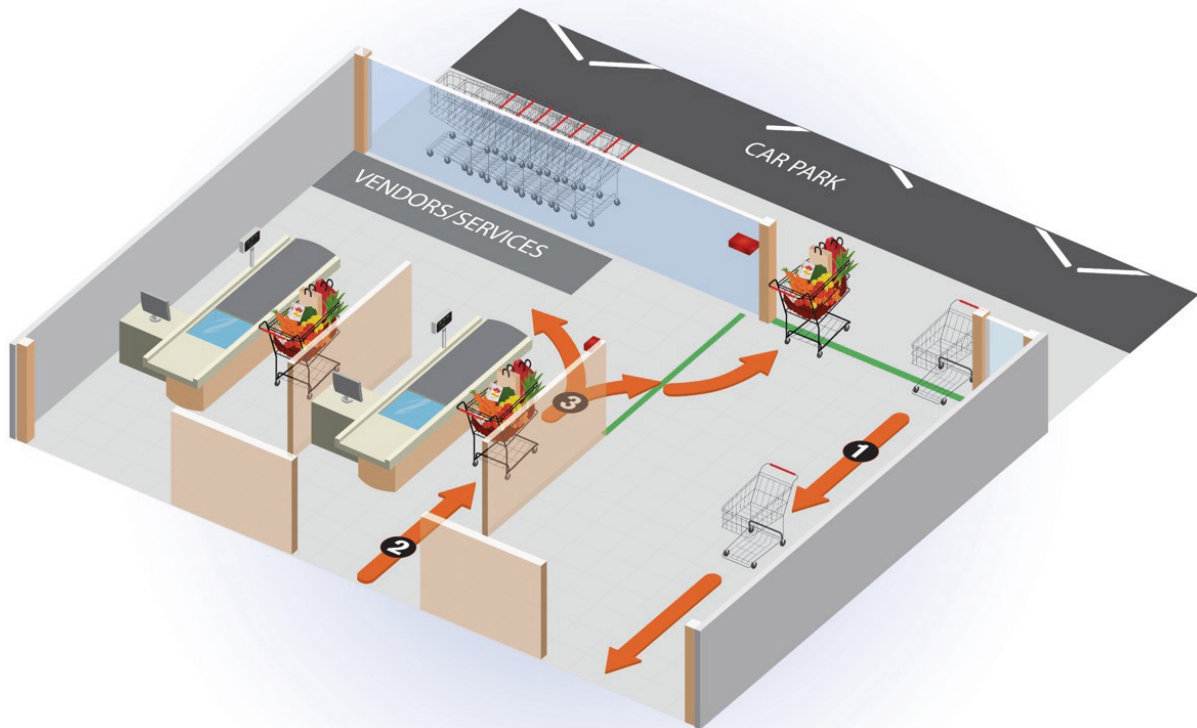
Gatekeeper prevents trolley walk-outs from supermarkets, convenience stores and larger format retail stores. The solution deploys an innovative wheel locking device on any trolley which does not pass through the nominated till area. On exiting the store without payment, the trolley wheel locks and prevents the goods being taken from the store.

Prevent Trolley Push-Out Theft in your Store

1 As a shopper enters the store, the SmartWheel receives entry permission allowing a customer to shop for an unlimited time.

2 As the thief skips the checkout line, the SmartWheel does not receive exit permission. As the thief attempts to exit, the wheels lock disabling the trolley.

3 As the trolley wheels lock, an alarm is triggered alerting store personnel, video is captured and loss prevention is electronically notified.



Gatekeeper Benefits to Retail:

- A proven trolley security solution.
- A significant prevention to one of the most expensive retail crimes.
- Once installed, acts as a deterrent to all would-be shoplifters.

Our **Digital Signage & Content Management System** includes the supply of the most up-to-date digital signage hardware solutions for both internal and external use in every available size. We specialise in both LCD and LED solutions, offering bespoke solutions for all retail environments.

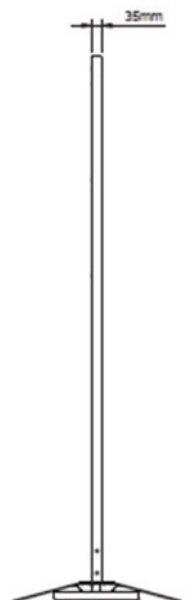
With constant R&D, we pride ourselves on being first to market with new developments, including the slimmest Dual Sided screen at 25mm thick and our new Lift and Learn solution which allows for customer interaction with your products and Digital Signage in store.

We provide a bespoke content management system which enables a retailer to deploy screen content to every device on a store-by-store basis. The content can vary by store location, region and even by local weather.



Digital Content & Signage Solution Benefits to the Retailer Include:

- Uniformity of message across a network of stores.
- Visual and effective digital communication to customers.
- Impressive marketing campaigns at a key point in the customer's buying decision journey.
- Automated & real-time, rather than sending posters out to each location.



SmartCircle makes it easy for wireless and electronic retailers to deliver key interactive messages to customers across their store network while having immediate visibility of stores' compliance through powerful reports. Covers tablets, phones, windows laptops and chromebooks.

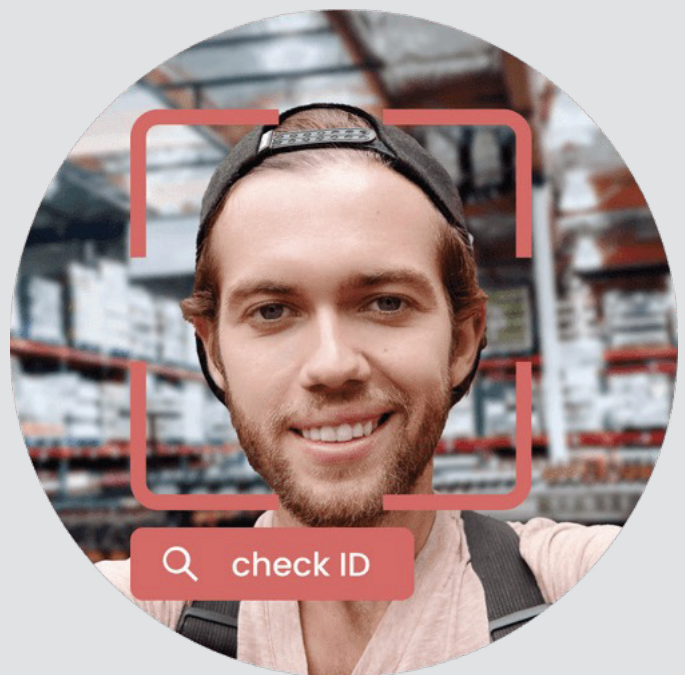
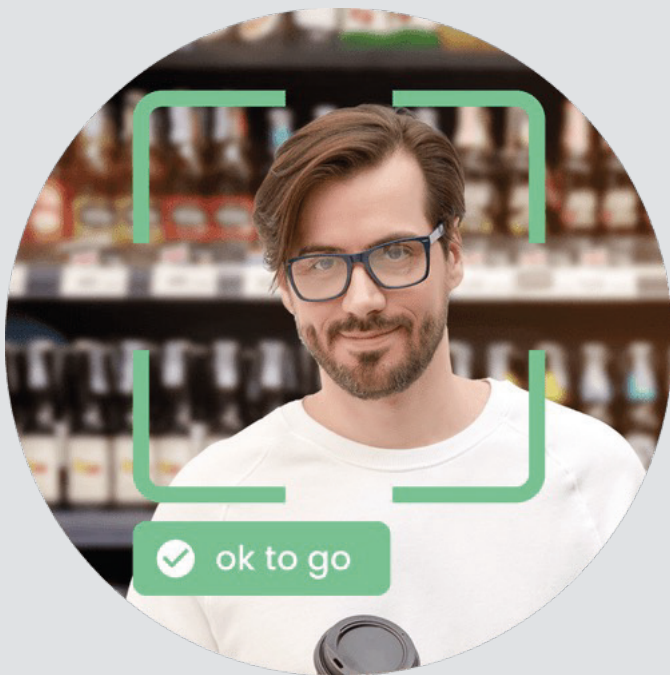


With SmartCircle digital solution you can:

- Replace paper pricing displays with a smart, adaptable, customer friendly digital solution.
- Update prices and promotions instantly and error free across your retail estate.
- SmartCircle™ quickly verifies Price, Content and Planogram compliance throughout all stores.
- Reach more people with highly effective in store marketing.
- Create a highly engaging shopper experience.
- Resolve operational issues at store level instantly.
- Replicate your digital signage on your handset display creating the WOW factor.

Age AI is an innovative solution to support the responsible retailing of age-appropriate products such as tobacco, vape and alcohol. The technology is installed onto a device at every till point, it scans, but does not record the customer's face, the device then flashes green or red to the staff member depending on the age appropriateness of the customer.

The technology has been developed by learning the facial characteristics of 1m+ people and the likely age related to those characteristics. It is the most accurate age verification technology in the world.



Age AI Benefits to the Retailer:

- Remove human / staff decision making regarding the age appropriateness of a customer.
- For retailers selling 18+ products, the device is set at 21+, thus “belt and braces” approach can be taken.
- Remove conflict at the till as the staff member can say they must check ID.
- Go beyond legal requirements & prove you are the most responsible retailer.
- Significantly reduce your team’s exposure to the risk of prosecution.

Autonomous Commerce is a leading technology which permits a customer, using their mobile phone, to tap a store door and access that store, recognise who that customer is, permit the customer to scan required products, tap pay on their phone and leave the store, even with no retail staff! We have partnered with Honestbox - one of the leading autonomous retail solutions providers in the world.



Autonomous Commerce Benefits to the Retailer:

- Allow customers to access your store without staff being present i.e. an autonomous store in a train station, airport concourse, hotel, hospital, office or workplace.
- Provide a retail offer to staff and customers who work and visit through the night when retail services are shut i.e. hospital staff, night-shift workers.
- Provide a VIP service to customers by permitting entry to a separate container store on your premises for “must buy” items 24/7 i.e. tradesmen accessing DIY items at 6am or on a Sunday!
- Deploy the solution in a busy manned store & permit VIP customers to tap a welcome screen at store entry, scan products, pay.

Working with some of Ireland's best known brands



JOHNSTON || **RETAIL**
SERVICES

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