



# CROSS POINT

## Analytics



Try our demo at [analytics.crosspoint.nl](http://analytics.crosspoint.nl)

Cross Point Analytics is the tool for retailers who want to obtain insight in the performance of their stores. Through an easy-to-use web-based service and iOS apps, comprehensive store analysis and store monitoring can be achieved in a clear and convenient way.

Centralization of Point Of Sale and visitor counter information enables proper **store performance analysis**. Cross Point Analytics collects the centralized information and presents this in a clear and easy to use interface. Store comparison has never been this easy, complete and **accessible everywhere** through the usage of convenient web-based, iPad and iPhone applications.

Retailers want to be sure that all equipment is working properly, but is it really? Cross Point products have a **low failure rate**, so most service calls are caused by user errors and can often be remotely solved without the need for a visit to the store. Cross Point systems are **constantly monitored** and if there are any issues, they will be resolved online before they even have an effect.

Installing just the CrossCONNECT Access Point makes it possible to receive **visitor counting totals** by e-mail or file transfer. Analytics Starter can be used for free, offering limited analysis, where subscription-based Analytics offers all analysis features.

Cross Point's unique selling point is providing high quality products combined with quick and adequate service. **Subscription-based solutions** enable Cross Point and its partners to achieve the highest possible service level.

## Unique features

Complete insight in store performance, over multiple stores

Available for web, iPad and iPhone

Systems are automatically monitored on proper functioning

Quick service, no waiting for a technician to arrive in the store

Offered as a convenient subscription-based service

1 year extra warranty on all remote serviceable devices



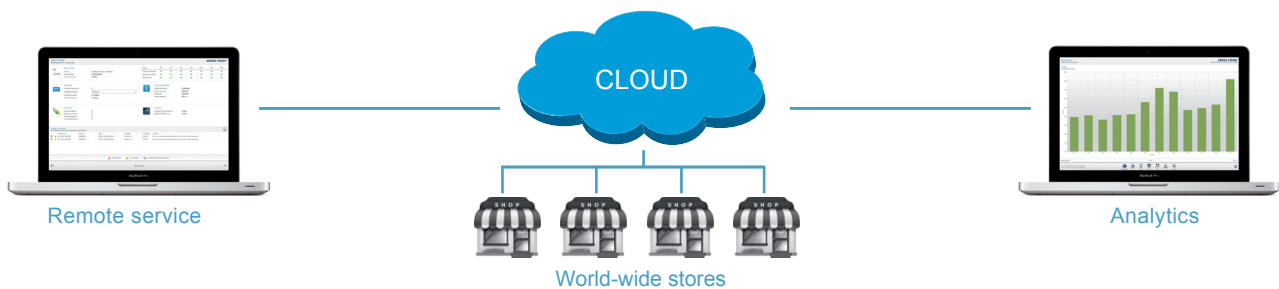
## Analytics

Features	Data only	Remote Service	Analytics Starter	Analytics
Receive HTML, XML or CSV data of all stores	●	●	●	●
Send reports by email	●	●	●	●
In-store counting overview	●	●	●	●
Display stores on a map	-	-	●	●
Compare and group stores	-	-	●	●
Overview of all installed devices with status	-	-	●	●
Dashboard <sup>1</sup>	-	-	●	●
User-defined dashboard	-	-	-	●
User-defined PDF reports	-	-	-	●
POS integration	-	-	-	○
User management	-	-	-	●
Remote service	-	●	-	●
Extended footfall graphs	-	-	-	●
iPhone & iPad support	-	-	-	●
Issue management	-	-	-	●
Number of stores supported	unlimited	unlimited	50	unlimited
Data storage	n.a.	n.a.	2 years	5 years
Technical support	-	-	e-mail only	e-mail and phone

● standard available

○ optional

- not available



## Data security

**Cross Point acknowledges that your data is precious and has taken all the precautions to make sure your data is safe with us.**

- Proven industry standards are used to secure our servers and data.
- External datacenters with an excellent track record on delivering secure servers are used.
- Managed firewalls are used to block external threats.
- Only ports that are required for CrossCONNECT and Analytics are accessible from the outside.
- All maintenance is done via a VPN connection, which is only accessible from the Cross Point LAN.
- Data transfer between the stores and the cloud is done via an SSL channel.
- Analytics applications (website and iOS applications) utilize the HTTPS communication protocol.
- The CrossCONNECT Access Point, Cross Point's gateway to the internet, can be put behind a firewall or in a private VPN that doesn't allow any incoming connections, to maximize security.
- The databases are not connected directly to the internet, but are accessed via our own services. It is not possible to access the database from the outside.
- Critical account information is stored using salted hashed passwords for maximum security.
- An OR mapper is used to reduce SQL-injection attacks to a minimum.
- Data is not stored on servers in the USA because, by law, the US government has access to all data that is stored on servers in the USA.

<sup>1</sup> In the starter version, the numbers of graphs on the dashboard are predefined and cannot be extended.