SPRINGBOARD.

PREDICTIVE RETAIL INTELLIGENCE

- **Established in UK in 2002**

- **Expanded into US in 2017**

- **Offices in U.S., Europe and Asia**

- **Clients across the globe: U.S., Canada, U.K., China, Japan, Italy, Denmark and Sweden**

Shopping Centers

Retail Parks

High Streets

Retail Stores

Hospitality

Stadia/Venues

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Coverage of the entire UK retail landscape

5,000+ individual counting points in 570 destinations across the UK

200 million footfall counts per week

90% correlation of counting points with retail spending

UK coverage since 2002 England, Scotland, Wales, NI

Daily store sales averaging £22m per week

1,200 retail stores across 11 retailer categories across the UK

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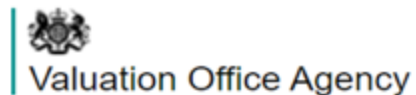**Footfall Locations in the UK**

**High Streets
861 Locations**

**Retail Parks
141 Locations**

**Shopping Centres
1590 Locations**

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UK Clients - Retail and Benchmarking

Government, Industry, Academia

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Footfall
Track footfall both in-store and out-of store in real time at ≥98% accuracy using the latest AI technology

Path of movement and Dwell
Drill down to customer behaviour in-store and within destinations measuring movement, dwell and visits

Vehicle Counting
Count and classify non pedestrian movement of cars, lorries, buses and bikes

Perform Sales Analysis
Understand how well your destination sales are performing in relation to the region and nationally

Demographics
Using AI technology measure demographics including age, gender and sentiment

Reporting
Tailored reports to meet your needs, accessed and integrated via API or the Springboard Analyser

Capture Rate
Understand how successful your store is in attracting customers based on footfall outside of store

Vacancy Rate
Put your vacancy rate into context both at a regional and national level to adapt and thrive

Benchmarking
Understand and put your performance into context in relation to the region and nationally

Learning Academy
Empower those who access your data to understand and make more informed decisions with our CPD accredited courses

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Technology

Springboard Hardware

- Any height, indoor or outdoors
- Discrete counters + 8 Types of hardware
- Vehicle + Pedestrian + Bicycle Counts
- Data uploaded hourly into 24/7 dashboard
- Demographic capability
- Fully managed by Springboard Account Team
- Weatherized Hardware
- Used to fill in security blind spots
- Fully managed deployment by Project Manager
- Full after-care service

CCTV | Jason AI Box

- No installation of hardware is required
- Quick light touch deployment
- Pre-configured Classification within the Jason AI Box
- JASON "on-demand" demographic capability
- Does not impact images or quality of the CCTV system
- Fully GDPR/Data compliant: No faces are stored
- AI Box pulls RTSP video from camera via LAN
- No video footage leaves the site
- Pedestrian, vehicle counts, Bicycle counts and vehicle classifications
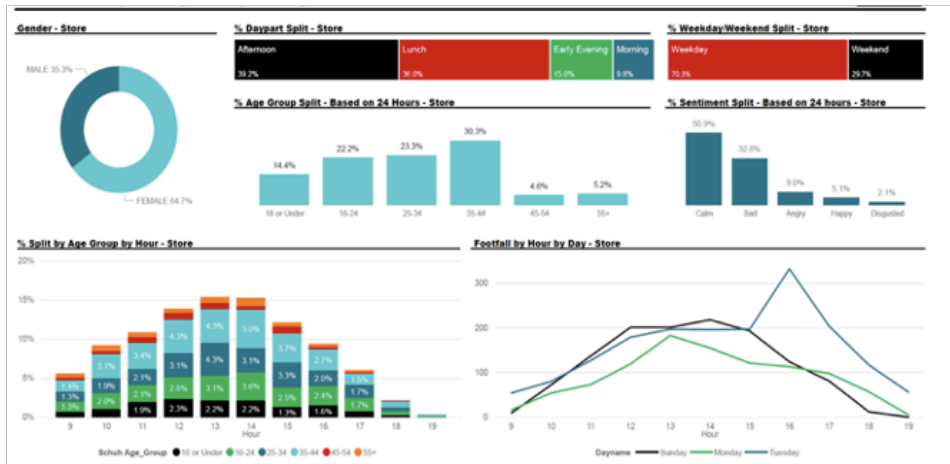- Deployment fully managed by Project Manager
- Full after-care service

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Springboard Implementation

- Dedicated PM
- Open, transparent process
- SB do all the heavy lifting
- Constant communication
- As fitted docs at completion
- Full maintenance program following installation
- 2 stage data validation process
- Customer Success team manage post deployment
- Full Support desk monitoring all devices 24/7

We measure with unrivaled accuracy

"Springboard technology enables our CCTV to improve security whilst delivering invaluable tenant data to help with leasing and tenant relations."

NEWMARK MERRILL COMPANIES

Sandy Sigal
CEO and President

98%+ accurate

- Internal and external
- High and low viewing angles
- Our experts help you choose the best technology for your environment

Double verified

- All data is two-factor validated hourly
- First, via AI algorithm
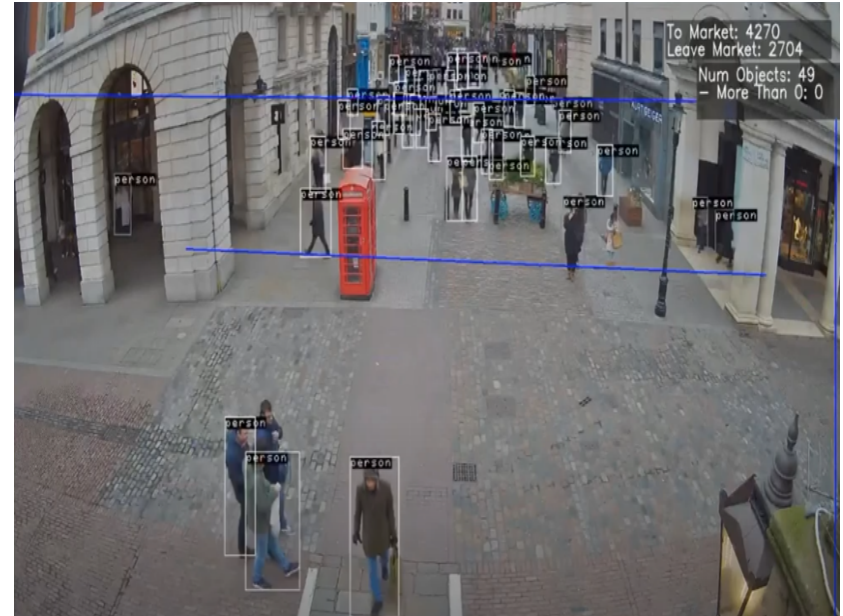- Second, by our (human) team of data experts

Real-Time Analytics

- Data can be transmitted via Internet or 3G/4G
- Active immediately after installation
- 24/7 access to our online dashboard
- Integrate the data directly into your existing BI platform via API.
- PDF reports will also be sent to your inbox each week and month

Springboard Services
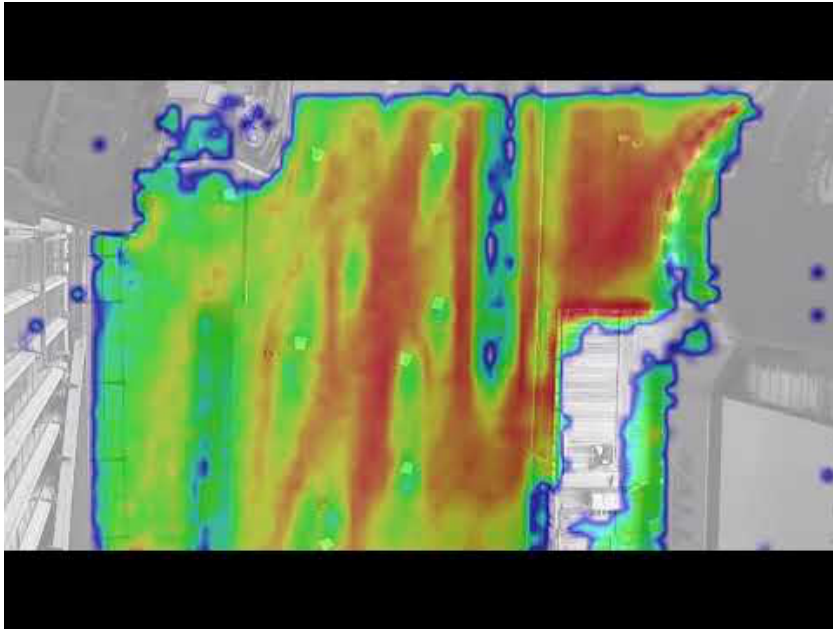

AI External Example 1 - Vehicles

AI External Example 2 – Pedestrians

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Springboard Services

Path of movement & dwell

Visitor demographics

Object Identification:
A Face

Gender:
Female (100%)

Sentiment:
Happy (99.98%)

Age:
23 - 33 years old

Staff Member:
No

Springboard Services

Live Counting	Sales collection

**Springboard will fully manage the installation process of our hardware.
Or we can utilise your existing CCTV, driving down implementation costs.**

CCTV hardware

- Pre-configured AI box

- Lower upfront cost

- No installation of hardware

- Faster deployment

- Does not interfere with the CCTV system

- Camera agnostic

Springboard hardware

- Fully managed by Springboard project team

- Can be used to fill gaps in security coverage

- Fully weatherized

- Cat5, LTE, Wi-Fi connection options

- 24/7 power (battery backup available)

Both offer

- Indoor or outdoor

- Vehicles + pedestrians + bicycles

- Full demographic capabilities

- PII / GDPR compliant: No faces are stored or recorded

- **Twice validated daily data checks**

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Reporting

- Bespoke PDF Reporting into your inbox every Week, Month and/or Quarter
- 24/7 Access to the Springboard Analyser
- A dedicated analyst to provide additional support or analysis upon request
- Ad hoc event analysis

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Reporting Delivery

Springboard Analyser Dashboard - our online secure dashboard enables clients to view, download and chart data.

Springboard Reports - static pdf reports cobranded delivered weekly and monthly providing a snapshot of the previous week/months performance

Springboard Power BI - a dynamic and flexible graphical format to view your Wi-Fi data

Springboard API Feed - sending data direct into your own BI system

Presentations- Presentations to stakeholders on trends and performance

Ad-hoc Bespoke Reporting – Support from Springboard's data analysts team

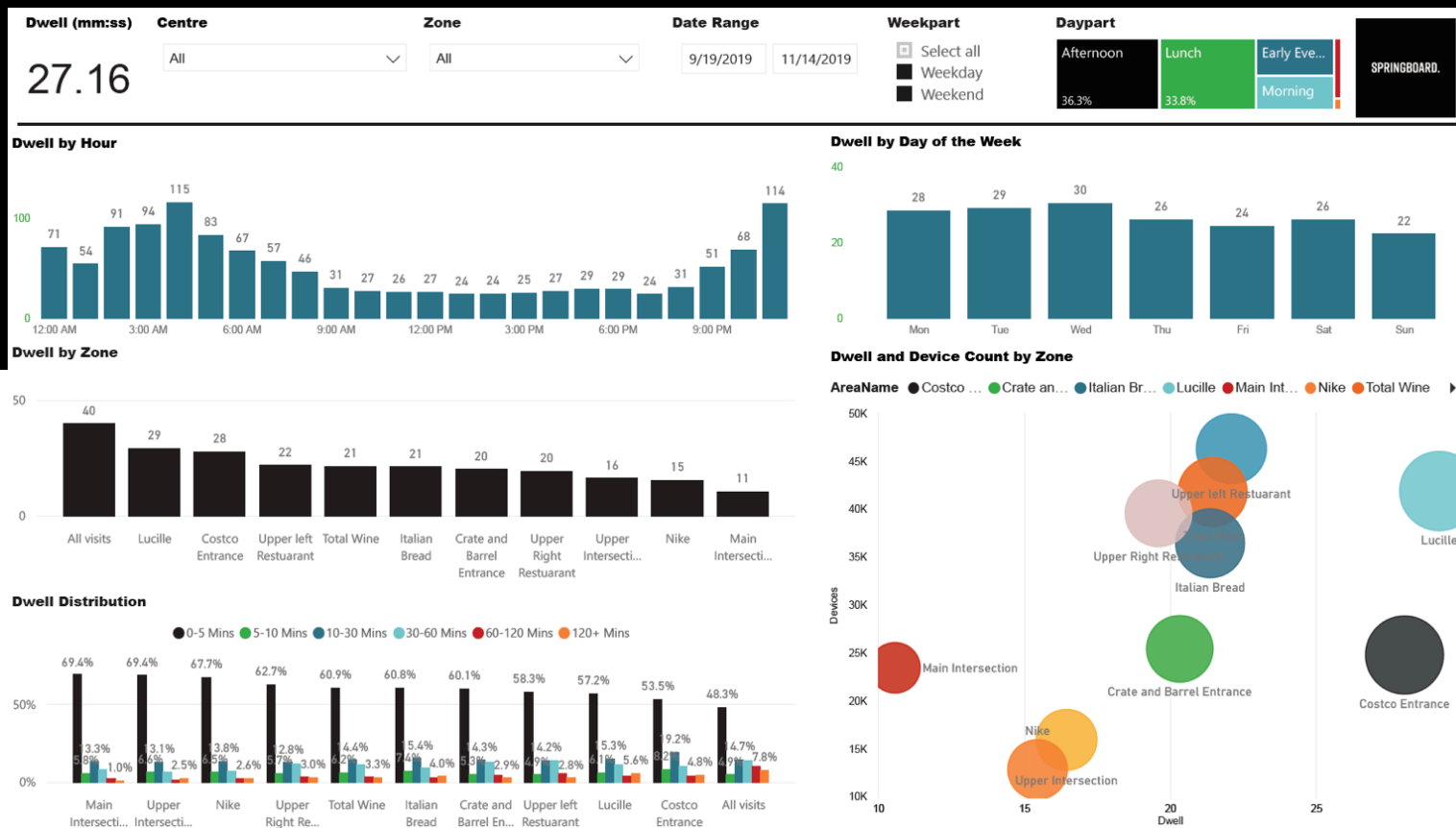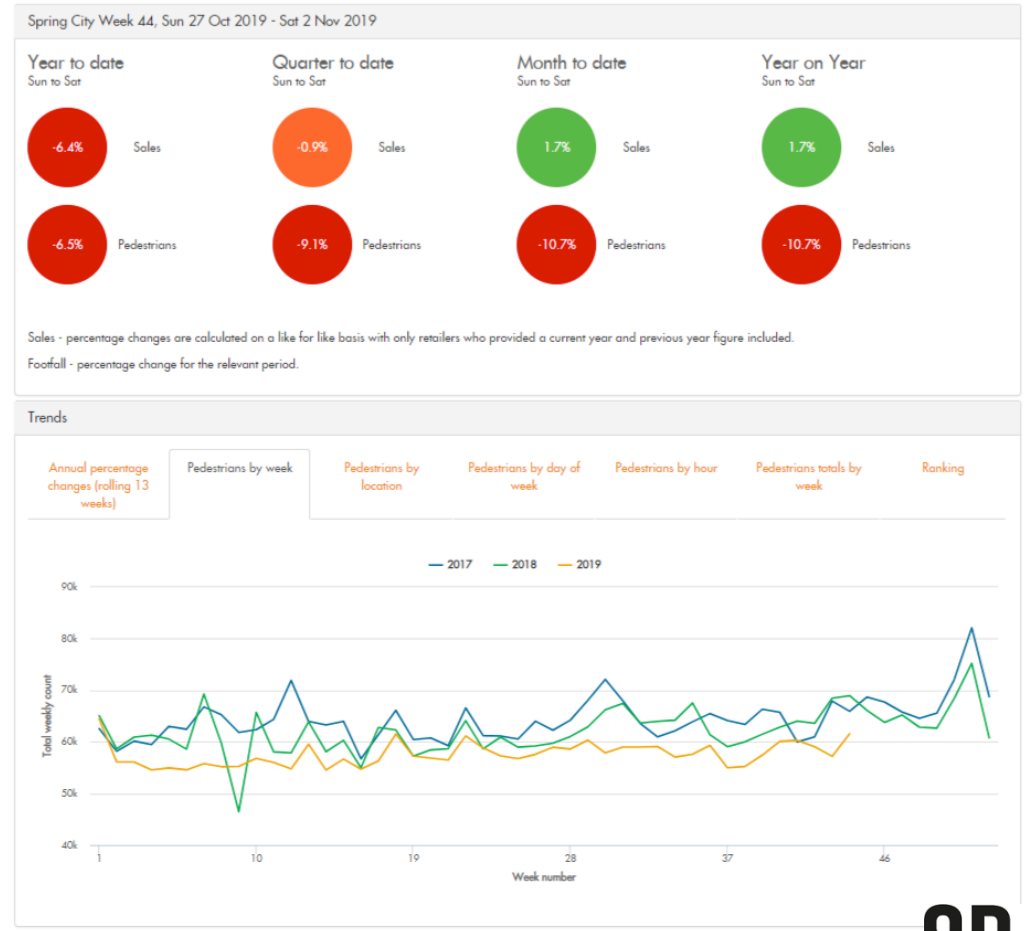|	
Analyser Dashboard	Power BI
API	Reports
Presentations	Bespoke Reporting

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Bespoke Interactive Power BI Dashboard

Springboard Analyser

- View and compare data at the click of a button

- Create and modify charts

- Export Raw data

- Compare bespoke date ranges

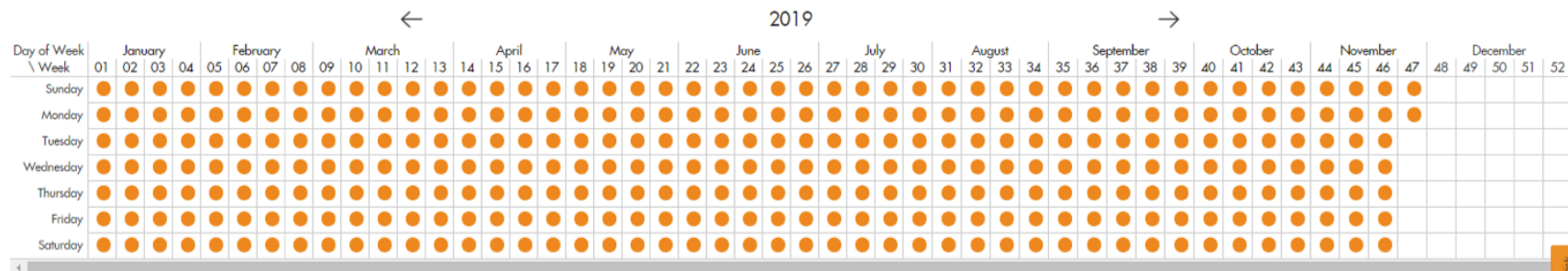- View weather for any week

- Live Counting

Spring City Week 44, Sun 27 Oct 2019 - Sat 2 Nov 2019

Year to date Sun to Sat	Quarter to date Sun to Sat	Month to date Sun to Sat	Year on Year Sun to Sat
-6.4% Sales	-0.9% Sales	1.7% Sales	1.7% Sales
-6.5% Pedestrians	-9.1% Pedestrians	-10.7% Pedestrians	-10.7% Pedestrians

Sales - percentage changes are calculated on a like for like basis with only retailers who provided a current year and previous year figure included.

Footfall - percentage change for the relevant period.

Trends

Annual percentage changes (rolling 13 weeks) | Pedestrians by week | Pedestrians by location | Pedestrians by day of week | Pedestrians by hour | Pedestrians totals by week | Ranking

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Dashboard   Retail Analytics   Perform   Analyser   Day Parts   Charts   Data Export   Report Library   Live Counting   Portfolio Inspector   Admin   Springboard Admin   Contact

Claudia.Lowe@Spring-board.info

SPRING CITY

Spring Centre
Database Analyser

ANALYSER   EVENT COMPARE

SPRING CENTRE

DISPLAYING 30 DEC 2018 TO 28 DEC 2019

←   **2019**   →

Day of Week \ Week	January	February	March	April	May	June	July	August	September	October	November	December
	01 02 03 04	05 06 07 08 09	10 11 12 13 14	15 16 17 18	19 20 21	22 23 24 25 26 27	28 29 30 31	32 33 34 35	36 37 38 39	40 41 42 43	44 45 46 47	48 49 50 51 52
Sunday												
Monday												
Tuesday												
Wednesday												
Thursday												
Friday												
Saturday												

Analysing Week 46 Sunday 10 November 2019 - Saturday 16 November 2019

PEDESTRIANS BY LOCATION   PEDESTRIANS BY DAY   PEDESTRIANS BY HOUR

By Location Week 46 Sunday 10 November 2019 - Saturday 16 November 2019

EXPORT TO EXCEL

LOCATION	IN COUNT	IN YEAR TO DATE (%)	IN YEAR ON YEAR (%)	IN WEEK ON WEEK (%)	OUT COUNT	OUT YEAR TO DATE (%)	OUT YEAR ON YEAR (%)	OUT WEEK ON WEEK (%)	REPORTED COUNT	YEAR TO DATE (%)	YEAR ON YEAR (%)	WEEK ON WEEK (%)
TOTAL	302,340	-2.2 %	-25.9 %	0.2 %	281,848	2.4 %	-19.9 %	3.8 %	584,188	0.0 %	-23.1 %	1.9 %
East Entrance (2)	193,092	3.1 %	-13.9 %	-2.0 %	189,216	2.4 %	-11.7 %	4.8 %	382,308	2.8 %	-12.8 %	1.3 %
North Entrance (1)	100,008	-9.2 %	-13.2 %	4.5 %	82,758	10.0 %	10.0 %	1.4 %	182,766	-1.7 %	-4.0 %	3.1 %
West Entrance (4)	9,240	5.9 %	-14.1 %	1.3 %	9,874	8.8 %	-10.6 %	6.6 %	19,114	7.3 %	-12.3 %	3.9 %

Feedback

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Weekly Footfall Report

Understand your Customer

Q&A

SPRINGBOARD.

PREDICTIVE RETAIL INTELLIGENCE

Thank you

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