

Turn your video footage into actionable insights to help improve sales, operational efficiency, and customer experience



AT&T Operational Analytics applies artificial intelligence (AI) and machine learning (ML) to existing video footage to provide actionable reporting and real-time alerts to help optimize sales, operations, and improve customer experience.

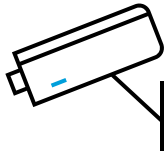
Take advantage of your video system investment for new insights into business operations and customer activity at your location through AT&T Operational Analytics. Our end-to-end, video intelligence solution is designed for monitoring and analyzing objects, assets, and property. It provides real-time actionable insights and reporting from existing or new video cameras* and delivers alerts to help you make faster, more informed decisions. In addition, making the most of your existing video camera infrastructure can help reduce cost, complexity, and time to deploy.

Reports and dashboards provide a unified, comprehensive, and customizable view of activity across locations with clear, measurable metrics. These can be viewed on computers, tablets, and mobile devices. Alerts can be set to identify events and sent by text message or email, so personnel know what actions to take.

Features and benefits

- Robust video analytics with real-time situational awareness and actionable insights
- Help improve return on investment, improve the customer experience, and drive sales conversions with insights into customer behaviors
- Gain operational and staff efficiencies to better manage facilities and optimize costs
- Configurable alerts with mobile and PC dashboards
- Utilize existing video infrastructure with Software-as-a-Service (SaaS) platform
- Video processing is done on-premise, anonymized, and purged for customer and employee privacy
- Highly secure network connectivity

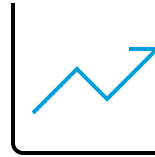
* Solution utilizes Internet-enabled ONVIF Profile S compliant cameras with 720/1080p resolution and minimum 8-10 fps.



Use existing video cameras



Apply AT&T Operational Analytics computer vision to video footage



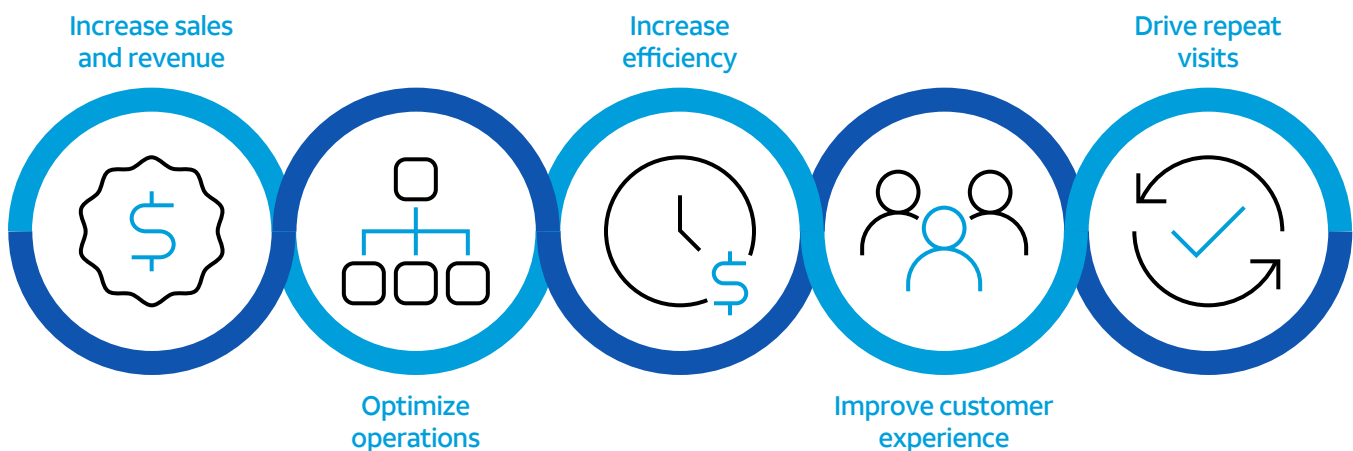
Get reports, dashboards, and actionable insights



Set and receive alerts by text message or email to take actions

AT&T Operational Analytics includes but is not limited to:

- **People counting** automatically counts people to understand customer or visitor volumes and peak hours and days.
- **Queue detection and management** identifies when customers are waiting in line and dynamically deploy staff to reduce wait times.
- **Activity visualizer and dwell time** for real-time analysis of onsite activities to help increase point of sale conversions and improve floor layouts.
- **Customer demographics and repeat visitors**** to know gender and age range of customers, customer sentiment (happy, sad, neutral, angry), and number of unique and repeat customers.
- **Journey mapping and engagement activity**** to understand the path customers, employees, and objects take moving around a location. Learn what items customers and employees engage with and the duration. Map an entire lifecycle of an activity to help increase sales or improve efficiencies.
- **Object detection** counts objects and identifies anomalies (i.e., inventory missing from shelf, damaged, at wrong location) to help prevent stock-outs.
- **Business continuity monitoring** to help improve workplace safety by automated monitoring for compliance with guidelines (e.g., building occupancy, use of personal protection equipment (PPE), social distancing, etc.)



** Customer demographics, repeat visitor, and engagement analytics are not available in the state of Illinois. Customer demographics and repeat visitor analytics accuracy rates may be affected if protective masks are being worn.

AT&T Operational Analytics can help drive unparalleled visibility and innovation in these industries:

Businesses and retailers

- **Increase sales** through associate interactions by knowing where customers spend time and where to position staff.
- **Gain insights** into in-store customer behavior and interactions.
- **Minimize wait time** at check-out through queue alerts.



Quick service restaurants (QSRs)

- **Count entries, measure occupancy, and track sales conversion** by hour and day of the week.
- **Help prevent line abandonment** and maximize revenue by improving kitchen and counter staff scheduling.
- **Help increase drive-thru throughput** by measuring speed of service and understanding where bottlenecks occur in the pick-up process.



Grocery stores

- **Improve merchandising**, store layouts, inventory management, and staffing strategies to increase purchases and lower costs.
- **Increase customer satisfaction** and strengthen repeat visits by being alerted to replenish shopping carts and baskets, when to open more checkout lanes to decrease wait times, or areas needing cleaning.
- **Better manage staffing levels** to align with peak/off-peak shopping days and times.



Shopping malls and commercial real estate

- **Understand shopper and visitor demographics**, as well as their journeys through the building to identify the most popular locations.
- **Measure walk-by traffic** to help drive tenant rent negotiations.
- **Measure footfalls** to gauge success of marketing events.



Gas Stations with convenience stores

- **Help increase pump-to-store transactions** by understanding customer demographics and tailoring promotional advertising at the pump.
- **Count entries at the pump and in the store**, measure occupancy, and track sales conversion by hour and day of the week to inform and optimize staffing.
- **Track activity and interactions** to know when coffee stations, restrooms, and pump trash cans need attention to improve customer experience and encourage repeat visits.



Stadiums and venues

- **Automatically track activity** by zone, seat, and concourse occupancy.
- **Be alerted to queues at concessions** to open more lanes to minimize wait times and prevent line abandonment. Redirect attendees to similar concessions in other areas with low wait times via digital signage or mobile apps.
- **Understand customer demographics** and sentiment (happy, sad, angry, neutral) at events to build a better interactive fan experience and drive repeat visits.



Hospitality

- **Reduce guest wait times** by identifying peak times to adequately staff parking valets, front desk personnel, bar and restaurant employees, and cleaning associates.
- **Know where guests spend time** and when specific areas need cleaning or servicing.
- **Better manage back-of-house inventory levels** and be alerted when to reorder stock.



To learn more, please visit <https://www.business.att.com/products/att-iot-video-intelligence.html>

Important Information

General: AT&T Operational Analytics as described in this product brief (the "Solution") is available only to eligible customers with a qualified AT&T agreement ("Qualified Agreement"). The Solution is subject to: (a) the Qualified Agreement; and (b) applicable Sales Information. Any service discounts, equipment discounts, and/or other discounts set forth in the Qualified Agreement or otherwise do not apply to the Solution. The Solution may not be available for purchase in all sales channels or in all areas. Additional hardware, software, services and/or network connection may also be required. Availability, accessibility, security, delivery, speed, timeliness, accuracy and reliability are not guaranteed by AT&T. AT&T's privacy policy may be viewed at www.att.com/privacy. Additional terms and conditions may apply. Offer subject to change. See your AT&T Account Representative for further details. Coverage: The Solution operates in the domestic United States. However, wireless data coverage is not available in all areas. AT&T coverage maps are available at att.com/business/coverage. Wireless data coverage is subject to transmission limitations and terrain, system, capacity and other factors.

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