CROSS POINT

Analytics

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
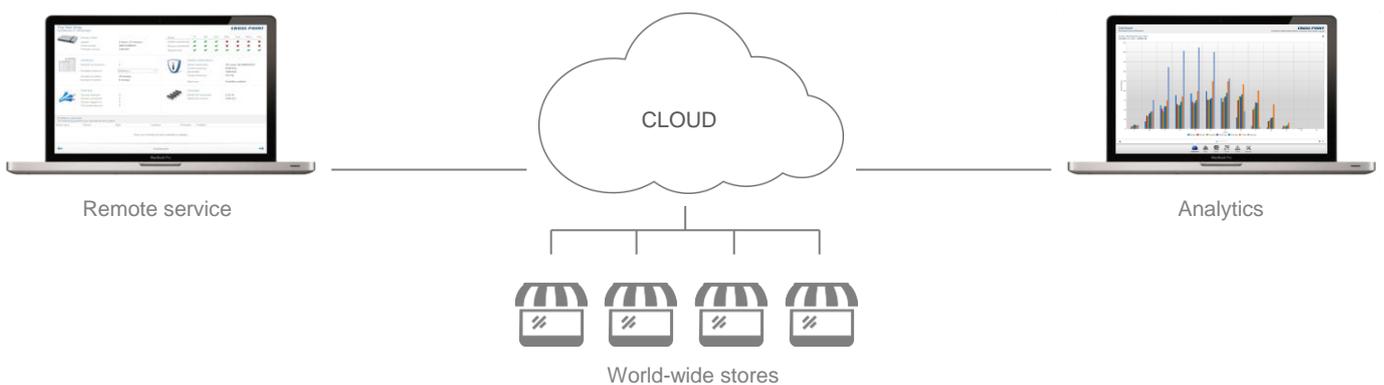
Offered as a convenient subscription-based service

1 year extra warranty on all remote serviceable devices

Try our demo at **analytics.crosspoint.nl**

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 [1]	-	-	●	●
User-defined dashboard	-	-	-	●
User-defined PDF reports	-	-	-	●
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

Remote service

CLOUD

World-wide stores

Analytics

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.

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