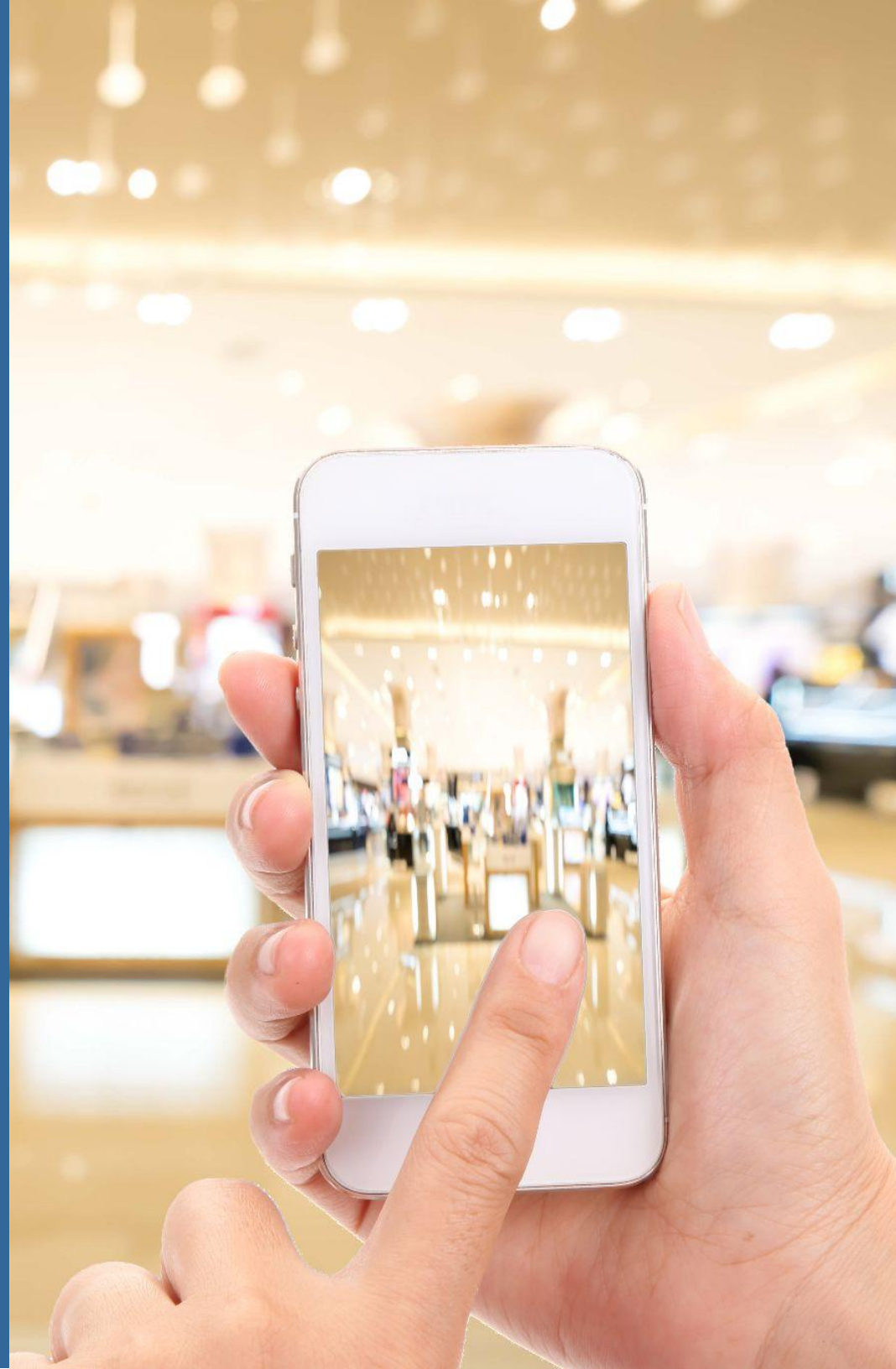# Visual Intelligence for Modern Retail

# VIP

**www.visualintelligenceplatform.com**

# How VIP Works

## Real-time Visual Intelligence
- Track multiple stores, departments and functions
  - Visual Merchandising
  - Store Remodeling
  - Real Estate
  - Plant Maintenance
  - Franchise Compliance

## Centralized
- Teams have access to centralized, real-time field information in a secure cloud-based platform

## Customized
- Multiple user roles for controlled data access
- Data management by store, market or region
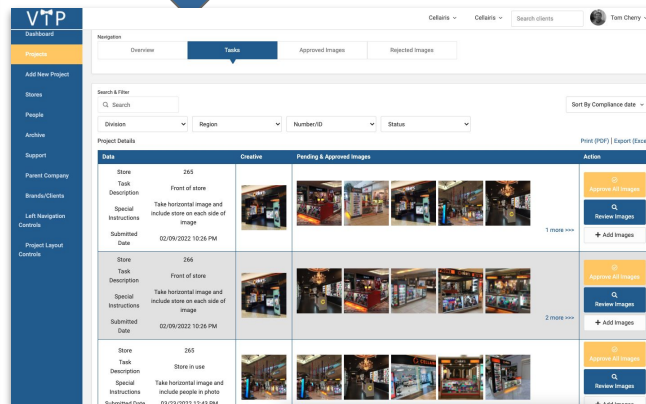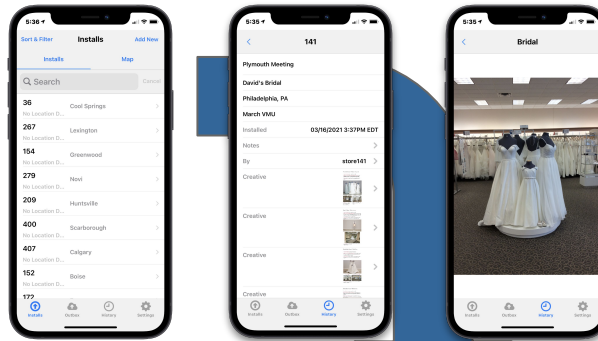- Branded reporting for coop & brand partners

## Easy to set up, easy to use
- Simple mobile app for field employees
- Intuitive web interface and dashboard for corporate users
- Independent platform

Download the Visual Intelligence Platform app



## Cost Efficient
- $20 per store, per month
- Saves approximately 10% of an employee's time

## International
- Available in multiple languages and operational in the USA, South America, Canada & Europe

## Secure
- Role based and password protected
- Cloud-based platform with redundancy backup
- Compatible with private intranet systems

## Compliance Analytics
- By store, market, region, user and more

## All in a single dashboard
- Every project available in one interface
- Data is archived once complete and can be retrieved on demand

# Visual Compliance Management

Managing visual compliance across hundreds or thousands of locations can be complex. Legacy verification methods have relied on physical visits which can be time consuming and inefficient.

In the modern brick and mortar retail environment, where customer experience and efficiency are more important than ever, retailers must be able to identify and address store issues in real time, eliminating delays in discovering or correcting problems.



VIP simplifies, centralizes and streamlines the monitoring of visual compliance and store presentation for all stakeholders.

With VIP's mobile app & project management dashboard, store users just need to take a photo and VIP does the rest.

# Benefits to all Stakeholders



**Staff**



**Management**



**Corporate**

# Simplicity at Scale



Click here: https://youtu.be/y1msrSQ5NQ0S or scan the QR Code for a video demonstration!

# About POP Tracker

POP Tracker is a centralized, cloud-based software platform that enables brands to track, verify, and manage marketing and visual merchandising.

The platform maps creative images against each location and then works with field personnel to gather real-time photos of marketing execution and general compliance.

POP Tracker manages thousands of Out of Home media campaigns each year, tracking and analyzing compliance for the largest national advertisers and brands.

- Never crowdsourced: controlled completely by company employees, without third party auditors

*"Integrating POP Tracker into our visual merchandising strategy has been a real game-changer,"* **said Bob Walker, Chief Retail Officer at David's Bridal.** *"It is incredibly important for us to deliver an exceptional in-store experience from the moment she walks through our doors, this includes all visual elements. With VIP, we can leverage technology aligned with our digital transformation to truly serve her."*