

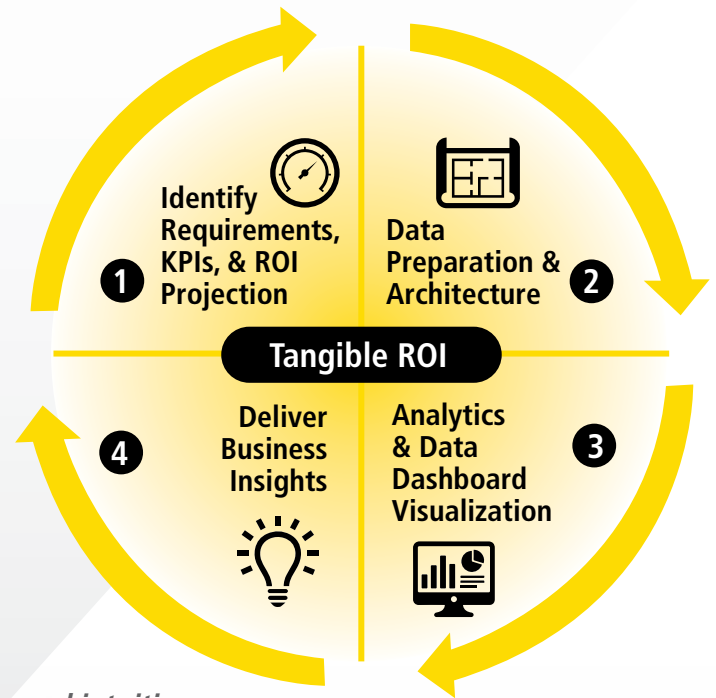
**STANLEY**<sup>®</sup>  
Security

 **insights**<sup>™</sup>

**Innovative  
Advances in  
Big Data and  
Analytics**

# PROFESSIONAL SERVICES

For a 360-degree-view of your operation, STANLEY's data scientists and business consultants from our **STANLEY Insights™ Professional Services** team can partner with you to create value for your business utilizing multiple data sources. We provide an **Analytics Assessment** leveraging our methodology and your data streams to correlate, analyze, and measure your business activities. Armed with knowledge, we can create a plan for improved business operations to help drive results for your business. We can also help you to implement and execute your analytics initiatives through our **Data Science and Advanced Analytics Services**.



“ Leveraging unique icons, graphs, and intuitive color-grouped images, STANLEY Insights™ gives me **the power to interpret vast amounts of disparate data** more effectively and efficiently than ever thought possible – improving business operations. ”

IMPROVE YOUR OPERATIONS





### Analytics Assessment

- Assess your current analytical needs
- Define the problem – business requirements, KPIs, business case
- Create a plan / model business case to see trends or behaviors & drive ROI

**“ Our STANLEY Insights™ Professional Services team partners with you to utilize your data and *create value for your business.* ”**

### ROI Projection Model

- See how leveraging data & visualization gained through STANLEY Insights™ can impact your bottom line
- Identify net present value of implementing the STANLEY Insights™ solution
- See cash flow impact
- Identify projected rate of return & return on investment

### Data Science & Advanced Analytics Services

- Test business hypotheses
- Prepare & manage data
- Conduct analytics
- Build dashboards & complex visualizations
- Generate insights for your business



**ENRICH YOUR MARKETING**



# ANALYTICS SOLUTIONS

**The STANLEY Insights™ Analytics Solutions dashboard lets you track and improve metrics that directly impact the success of your business**

## **Retail:**

- ▼ Traffic Counting & Flow
- ▼ Sales Conversion Rates
- ▼ Point of Sale Exceptions
- ▼ Analysis of Shrink
- ▼ Customer Dwell Times & Areas
- ▼ Line Queue Analytics
- ▼ Store & Cashier Performance
- ▼ Store vs. Store Comparison
- ▼ Promotion Success

## **Healthcare:**

- ▼ Asset & Inventory Management
- ▼ Infant Protection & Patient Security
- ▼ Patient Flow & Staff Workflow
- ▼ Environmental Monitoring
- ▼ Fall Management
- ▼ Emergency Call / Alerts

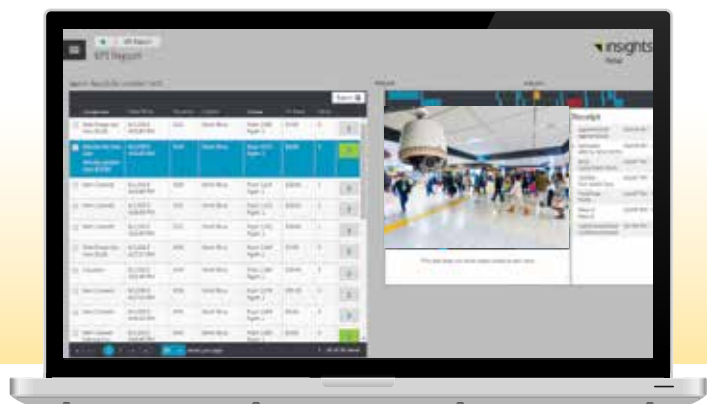
## **Enterprise:**

- ▼ Intrusion Open / Close Reports
- ▼ Alarm & Incident Data
- ▼ Unscheduled Activity
- ▼ Video Clips & Activity
- ▼ Exception Reports
- ▼ Access Control Activity
- ▼ Activity Across Multiple Locations

STANLEY Insights™ Analytics Solutions software delivers rich, meaningful information on key performance measures to drive excellence in security, marketing, operations, loss prevention, and customer experience. Pull together data from multiple disparate systems including video analytics, access control, intrusion, POS, EAS, weather platforms, and more onto easy-to-read dashboards, allowing you to report on key metrics for your business and creating actionable business intelligence across your locations. By correlating information from multiple data points, you can help mitigate loss, improve profitability, optimize performance, and increase conversion rates all while enhancing the customer experience. Realizing the full power of your data has never been easier!

**“ STANLEY Insights™ Analytics Solutions software delivers *rich, meaningful information on key performance measures* to drive excellence in security. ”**

**ENHANCE YOUR SECURITY**

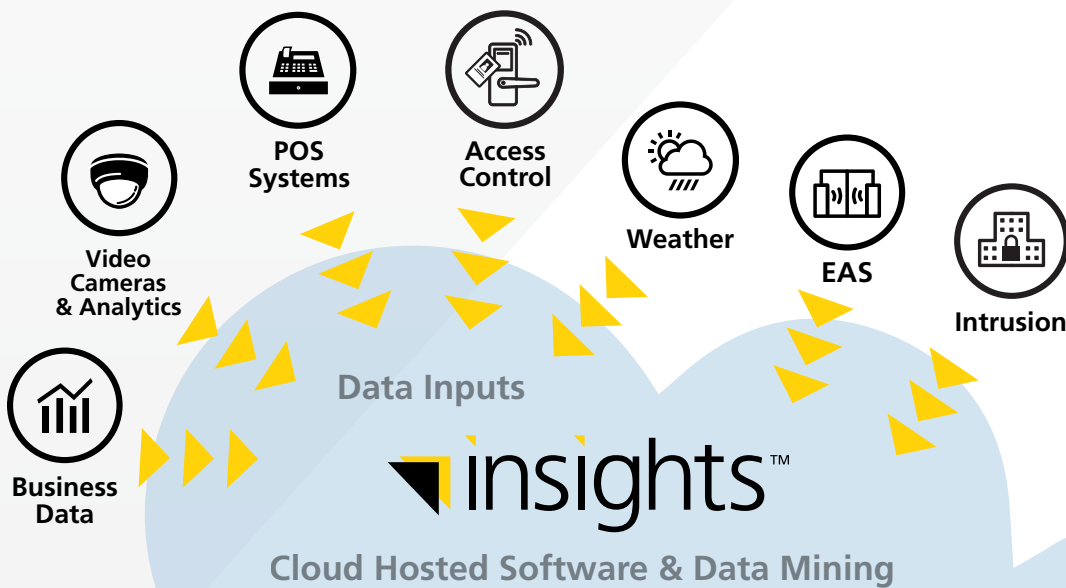


**STANLEY** is leading the way with innovative advances in big data and analytics, providing unparalleled visibility into your organization's activities and operations.



Based on vast industry knowledge – whether retail, healthcare, or another sector – we are utilizing customized data, tools, and methodology to leverage best practices across your business. Delivering actionable intelligence and analytics like never before, **STANLEY Insights™ will provide value to businesses through our leading edge business Analytics Solutions and Professional Services.**

- ▶ Transform data into visual information that you can use for meaningful results
- ▶ Analyze trends & ask questions of your data
- ▶ Provide context to drive better decision making
- ▶ Increase visibility & minimize loss
- ▶ Improve process efficiency & reduce cost
- ▶ Save time by reducing cumbersome, traditional reporting
- ▶ Realize operational improvements



Dashboard Visualization & Analytics

# STANLEY®

Security

## ABOUT US

STANLEY Security, a division of STANLEY Black & Decker (NYSE: SWK), is a provider of integrated security solutions for commercial and industrial organizations globally. We deliver a comprehensive suite of security products, software and integrated systems with a strong emphasis on service.

Learn more about how STANLEY Security can help meet your security needs.

855-5-STANLEY | [www.stanleycss.com](http://www.stanleycss.com)

