

# NEXVU

## The NEXVU Retail Sentry

*Are You Running Your  
Retail Store Effectively?*



*A NEXVU White Paper*

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## Introduction

Retailers are rapidly deploying new and innovative technologies and applications to ensure the most intuitive and satisfying user experience at the points of sale and service. Unfortunately, today's monitoring tools and systems – where they exist at all – provide little to no insight on how well your dispersed and business critical assets are performing.

The **Nexvu Retail Sentry** is a business focused technology solution that provides you with complete and much needed visibility into the health, utilization, and performance of all your store IT assets. Real-time monitoring of store-level devices not only ensures a stellar customer experience, it greatly enhances the return on investment (ROI) that you expect from your in-store hardware and IT initiatives.

## Problem Statement

To enable multi-pronged shopping programs and new approaches to customer acquisition, many of you have implemented new point of sale systems and a whole range of new customer-facing and touch technologies and applications. These assets are increasingly becoming your competitive differentiator.

The rapid and sometimes unplanned growth of new devices and applications across geographically diverse locations has resulted in a new set of challenges for both IT and business. Some of these include:

- Decentralization of IT asset management, monitoring, troubleshooting, and maintenance, a major departure from the historical focus on the data center.
- Lack of complete visibility into the store IT infrastructure due to the sometimes jumbled and layered assortment of technologies and point solutions developed over time.
- Traditional troubleshooting tools lack the depth & breadth to deal with the many generations of technologies deployed in your store. They provide limited access into the troubled infrastructure, take up too much bandwidth for practical use, and have limited forensic capabilities.
- Lack of appropriate usage and performance metrics to measure store performance and ROI on store-level IT investments.
- Suboptimal placement and utilization of shopping aides due to a lack of reliable and timely information

on their usage and performance can escalate costs as well.

In essence, you are faced with both technical and management challenges that could result in loss of revenue caused by unexpected delays and downtime.

It has become imperative for you to put smart and cost-effective tools in place to provide comprehensive monitoring and experience assessment solutions at the retail store itself. This ensures consistency and repeatability of the experience, which maximizes revenue generation and minimizes maintenance and troubleshooting costs.

## Best in Class Practices

The ultimate indicator of IT performance comes from the end user. According to Aberdeen Group's *The APM Lifecycle Report* (Feb 2010), Best-in-Class organizations that deploy tools to proactively manage the end-user experience:

- Are twice as likely to improve their brand reputation
- Are 75% more likely to improve employee productivity
- Proactively identify faults 82% of the time
- Experience a 30% decrease in end user complaints
- Experience 71% improvement in mean time to repair.

## Previously Available Options

Traditionally, IT has only focused measurement and monitoring on the area where most assets are located – the data center. Tracking IT asset performance at multiple, geographically dispersed locations has been too resource intensive or has been prohibitive due to bandwidth availability.

Consequently, IT personnel are invariably requested to visit the retail sites during system downtimes and periods of application performance degradation. Upon reaching the site, the IT team encounters further difficulties in completing its job effectively due to the lack of:

- Visibility in the IT setup
- Access to up-to-date documentation
- Data from and about the violating devices and/or applications at the time of a threshold breach or unexpected behavior, and finally
- Established, meaningful baseline performance metrics.



While the issues are eventually addressed, albeit inefficiently during the visit, the monitoring setup is not mature enough to detect future issues and to suggest remediation activities to in-store personnel, who could proactively provide resolution.

It is clear that in spite of the significant technology investments, there continue to be serious challenges with visibility and availability of actionable, quality information at your retail sites.

**Nexvu Solution: The Retail Sentry**

Nexvu’s *Retail Sentry* is a groundbreaking, innovative, and cost-effective solution that addresses the challenges you face due to your highly distributed and e-commerce dependent business environment.

The key breakthrough is in its ability to bring you never-before available intelligence and guidance on your store IT network and asset performance, health, and utilization. It helps extend and deepen your view across globally dispersed assets.

With a single deployment per store or branch location, Nexvu can provide health, utilization, and performance reports in real time on each and every IT asset in the store without adding any overhead or agents to the store IT infrastructure.

The solution’s scalability allows it to cover virtually unlimited stores or assets within your business.

**Gather Network And Application Intelligence At The Store Level**

The Nexvu *Retail Sentry* inspects and analyzes every element of every communication on the store network. It then presents this data in an extremely intuitive and user-friendly reporting and alerting format. Your IT and network managers can proactively utilize this information to learn about the behavior of your applications and assets under various shopping conditions and preempt any disruptive issues across the infrastructure.

This visibility is also key for highly effective and efficient troubleshooting at the store level as well as for providing remote access to corporate IT staff to all store-level devices and applications.

The appliance gathers both short- and long-term data

about the performance, health, and utilization of all the elements of your IT infrastructure. This helps you achieve the ultimate goal of high customer satisfaction and unequalled end-user experience as measured by the **Application Performance Index (APDEX)\***.

**Effective Asset Positioning In The Store**

Nexvu’s *Retail Sentry* offers real time analysis on the utilization and throughput of all the applications, kiosks, cash registers, mobile devices, etc. in each of your retail outlets.

Utilization metrics enable your store managers to reposition assets in frequently accessed areas to maximize their throughput and revenue generation, as well as minimize customer wait times.



**Kiosks are among many store-level devices that improve customer service. but only if they’re correctly placed and functioning properly.**

**Develop Unique, Proprietary Insights About Customers And Store Operations**

Nexvu offers the ability to obtain visibility to every URL accessed from your store kiosks. This is useful for analyzing the company products or competitor sites most typically accessed by customers for product comparisons.

**Ability To Accommodate Store-Of-The-Future Technologies**

The Nexvu *Retail Sentry* is the only solution that has the ability to traverse many generations of technologies – both in applications and devices – right out of the box. As new and innovative technologies like digital signage, IP TV, VoIP, RFID, etc. become more prevalent inside your stores, the *Retail Sentry* will continue to deliver the same health, utilization and performance data for these without requiring any changes to its software or hardware.

**Key Features Of Nexvu’s Retail Sentry**

In summary, the *Retail Sentry* has the following features that make it a solution of choice for some of

\*The Apdex Alliance is a community of enterprises and vendors striving to understand and improve application performance using the Apdex methodology, which links application performance to business objectives. (www.apdex.org)



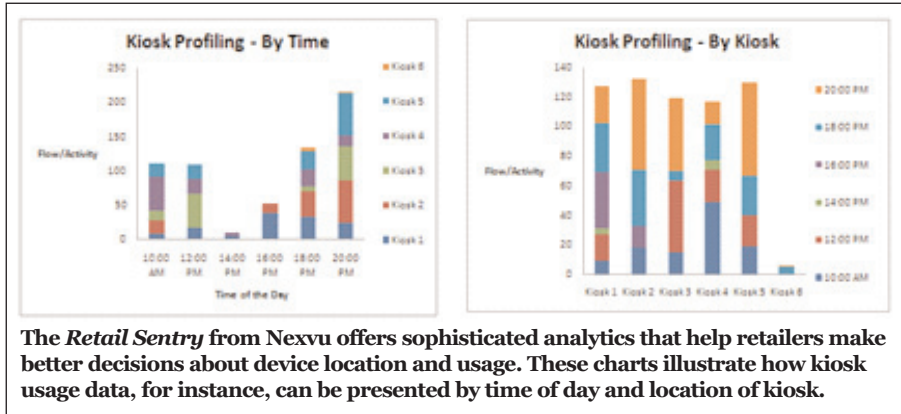
largest retailers in the world:

- Agentless and Passive Monitoring – Ideal for a highly distributed store environment – puts no burden on the network!
- Low touch - Operates autonomously at the store level – the store sentry
- Agnostic to common multi-generational technology infrastructures, and flexible enough to adapt to next generation technologies
- Operates on all IP and MAC addressable devices – especially important for retailers with POS systems that are non IP addressable
- Capability to recognize and inspect over 3000+ protocols and 800 application signatures available out of the box. Easy to configure custom protocols.
- Smart Groups™ allow for customized monitoring & reporting
- Integrates seamlessly with framework products like HP Openview, Solarwinds, BMC, Tivoli, etc. – minimal additional training investment required
- Consolidates regional, national, and global data at your fingertips on mobile devices including iPad and BlackBerry.
- Can be preconfigured for large-scale deployment automation and ease

### Simple Implementation, Rapid Deployment

Nexvu *Retail Sentry* requires minimal implementation effort. The appliance is simply connected to mirrored ports, SPANS, network taps or hubs at the retail site and is then accessed via a web-based utility. The appliance is preconfigured to deliver the data of interest to the various stake-holders. Your store personnel have to do very little to get the *Retail Sentry* operational.

At the NOC or corporate level, the *Retail Sentry* can be set up to feed any and all data, reports, exceptions and traps into a centralized system that you might already have in place, or it can feed to Nexvu’s own command center and application server. Nexvu’s application server gives you and your users highly interactive business intelligence and reporting dashboards.



### Summary

The Nexvu *Retail Sentry* is delivering an unmatched competitive advantage to today’s global retailer by providing the kind of visibility and actionable information that has only been a pipe dream so far. In summary, *Retail Sentry*:

- Ensures a best-in-class, consistent user experience
- Ensures high employee satisfaction and productivity
- Provides end-to-end visibility, in real time, from a single location across the entire store chain
- Monitors and reports on the health, utilization and performance of every single IT asset within the store
- Enables your managers to make smart buying and locating decisions based on accurate and timely information
- Identifies cost-reduction opportunities
- Standardizes store IT performance measurements across the entire retail chain
- Maximizes availability and usability of all assets by proactively minimizing downtime and time-to-repair
- Maximizes your ROI on all IT investments.

For more information on the *Retail Sentry* or to schedule a demonstration, please visit:

[www.nexvu.com](http://www.nexvu.com)