SHOPPING MALLS
Revenue Management Suite

www.concessionaireanalyzer.com

CA+ Concessionaire Analyzer +
RETAIL INTELLIGENCE FOR MALLS

Make smarter decisions with unprecedented shopping centre insight.

COLLECT GRANULAR SALES DATA FROM CONCESSIONS

OBTAIN COMMERCIAL ANALYTICS

MANAGE PROPERTY & LEASE AGREEMENTS

CALCULATE REVENUE & ISSUE BILLING

GAIN INSIGHT FOR BETTER TARGETED LOYALTY PROGRAMMES AND PROMOTIONS

The retail industry is experiencing a shifting paradigm towards more knowledgeable customers requiring innovative means in approaching the challenges being faced today. As customers become more savvy and aware of market dynamics, malls need to move from the traditional retail business model to one that focuses on a social and lifestyle experience, built around the customer.

Concessionaire Analyzer+ (CA+) offers a comprehensive retail management suite, giving mall operators the toolset to better control, manage and improve their financial performance.

CA+ is a comprehensive mall management suite, giving shopping centre operators the toolset to better control, manage and improve their returns.

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Sales Data Collection

Collecting accurate sales data from individual sales points, across all concessions within your mall, provides the platform for critical insight into the operational success of your shopping centre, whether operating on a rent-only, revenue-share or hybrid model.

By providing this foundation CA+ allows you to understand the underlying spending trends and make strategic analysis and better targeted campaigns to increase sales.

CA+ is an automated solution requiring minimal administrative effort and provides a true, clear picture of sales, in real-time, allowing mall operators to optimise the retail mix and distribution of outlets within their premises. It provides the required information to analyse trends, segment customers and extract valuable data points to increase footfall, dwell time, sales and ultimately returns to the mall.

By accurately capturing concession sales data, shopping centres can link customers to their respective transactions and in return, offer a highly personalised experience.

The automated collection of sales data from concessions provides critical insight into the operational success of shopping malls.
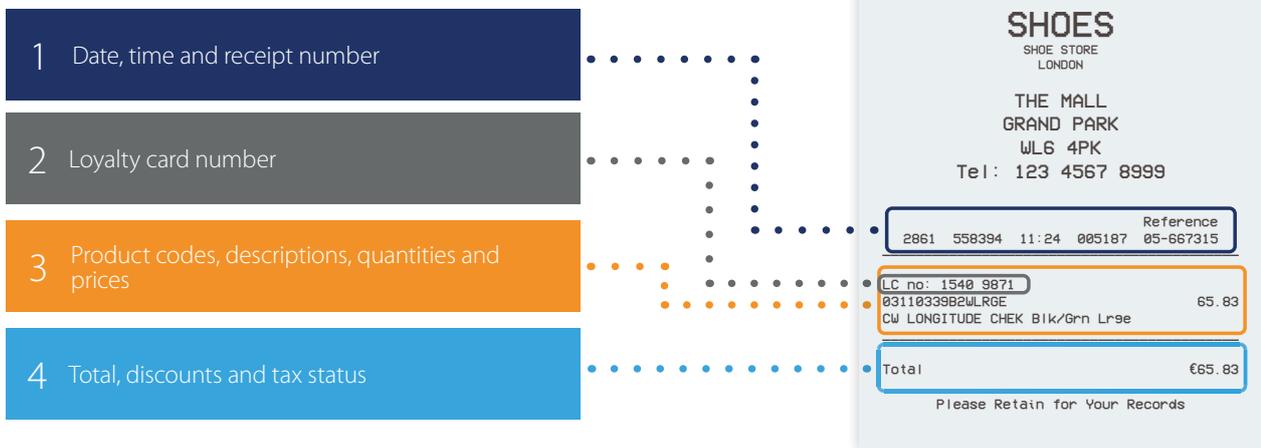
Multi-Modal Sales Data Collection

CA+ provides a choice of data collection methods for malls and concessions to choose from, ranging from fully automated to manual, to suit any IT infrastructure.

CA+ CAPTURE™

CA+ Capture is an efficient, smart utility that installs on virtually any POS, capturing receipt data as it is being printed. Using pre-defined layouts, it is able to parse key data, which is automatically and securely captured for storage and analysis.

Mall operators can then analyse this valuable sales data without having to implement a standard POS for all retailers, allowing them to continue to use their own individual infrastructure and technologies.

1	Date, time and receipt number
2	Loyalty card number
3	Product codes, descriptions, quantities and prices
4	Total, discounts and tax status

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            SHOES
           SHOE STORE
            LONDON

          THE MALL
         GRAND PARK
          WL6 4PK
      Tel: 123 4567 8999

                            Reference
   2861  558394  11:24  005187  05-667315

   LC no: 1540 9871
   03110339B2WLRGE                    65.83
   CW LONGITUDE CHEK Blk/Grn Lr9e

   Total                            €65.83

       Please Retain for Your Records
```

CA+ INTERFACE™

Retailers' IT teams will be able to export sales and related data from their systems, and submit this data in a defined format for automated and scheduled uploading to CA+. This ensures the automated data capture of detailed sales data without any user intervention, ensuring consistency and compliance.

CA+ COLLECT™

CA+ Collect can be configured to allow the scheduled importation of data from industry standard POS export files. Data is automatically collected at scheduled intervals at an agreed detail level without any user intervention, ensuring consistency and compliance, without changing any existing processes.

CA+ POS

We also offer our own POS solution packed with high-end functionality and native CA+ support, for both retail and catering establishments. This is an alternative suitable for retailers who do not have an IT system.

CA+ PORTAL

CA+ can also handle manual upload of sales data through the CA+ Portal, via Excel upload or manual input of sales totals. Whilst this is the most labour-intensive approach, it offers the flexibility to meet the requirements of incompatible setups or small retail operations.

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Retail Analytics

Insight is the key factor that has helped the e-commerce sector grow so quickly. With reams of data collected in real-time, online retailers can adapt their strategy on the fly, grabbing customers' loyalty and market share.

'Big data', where every data point, no matter how small, is collected, recorded and analysed, has given operators unprecedented insight into customers' spending habits and patterns.

DATAFYING YOUR RETAIL SPACE

CA+ provides mall operators with an extensive Retail Analytics platform integrating multiple data points including sales data, visitor numbers and loyalty schemes.

This extremely rich dataset allows CA+ to run real-time Business Intelligence dashboards covering every facet of your shopping centre, from spend per visitor to purchasing trends and sales comparison.

The CA+ Business Intelligence engine gives mall operators the option to allow concessions to measure the success of their efforts against their market segment through a number of built-in and custom BI reports designed with the shopping mall industry in mind.

CA+ BI reports are highly configurable, allowing new reports to be generated as needed for a truly flexible approach to your business insight needs.

Insight is a key factor that mall operators need to adopt from the e-commerce world in order to thrive. CA+ provides a self-service BI dashboards platform, giving shopping centres the insight and analytics they require so they'll never have to take a guess again.

Promotions

CA+ houses a powerful BI and analytics engine that can interpret data about prevailing and underlying trends allowing operators to take a proactive approach in improving their operations.

CA+ acts as a catalyst to allow you to understand your business and industry as a whole, whilst providing the intelligence needed to assess highly-targeted and effective promotional campaigns.

The process of customer discovery is made easy by the integration of CA+ with loyalty programs, using analysis of collected data to target effective promotions and then assessing their effectiveness both during and after their run. Through the use of loyalty programs, CA+ can run real-time statistics allowing operators to assess the effectiveness of campaigns as they happen.

Malls can save time and money by automating a number of manual processes related to concession management.

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Automation

CA+ provides malls with a platform that automates and streamlines manual processes, saving time and adding value to the bottom line. CA+ has the capability to free mall management teams from much of the administration work that burdens them, freeing them up to be able to dedicate resources to focus on strategic efforts and proactive strategies.

With CA+, malls are able to automate management processes such as:

- Sales data collection from concessions
- Data monitoring
- Data analysis
- Contract management
- Billing

Malls need to know their customers in order to reach them.

Better Management

MONITOR, VALIDATE, AUDIT AND CONTROL

CA+ offers mall operators a highly interactive, operations monitoring solution, adding a layer of control to the data collection process and more. This offers ample time to redirect any marketing efforts that might not be reaching their maximum potential.

Data submission within CA+ is subject to stringent validation rules to ensure data consistency and accuracy. Validation criteria include measures against double entries,

incorrect totals, data validity, invalid stock codes and tax codes, amongst others.

The automated data capture methods within CA+ also enable shopping mall operators to better audit and control the sales data reported to them. Malls are better able to control and audit all reported sales, mitigating under-reporting issues and any system abuse that might take place.

Contract Management and Billing

CA+ provides facilities for the management of concession agreements and billing of complex revenue items, including combinations of revenue shares, minimum guarantees, thresholds, rents and additional charges.

In addition to single malls, CA+ also caters for multiple mall management.

Malls are able to automate the billing process, interface with their own ERP system, increasing control and auditability.

Drive growth.
Boost efficiency.

In many ways, shopping malls are the heart and soul of many communities and the foundation of retail economies worldwide. They are an entertainment space for families and individuals alike, with many malls branching out into more than just traditional retail, focusing more on customer experience.

The e-commerce revolution and the rise of digital technologies are pushing mall operators to seek to better manage their properties, drive growth and boost efficiency.

CA+ enables malls to achieve this with better control of their operations, increasing automation and productivity. It also provides the much needed insight and analytics for malls to be able to truly know their customers, their business, and ultimately increase revenues.

Get in touch with us today and see how CA+ can help boost mall sales and revenues.

www.concessionaireanalyzer.com

Contact us to discuss your requirements and to view a demonstration of the **CA+ Malls Edition**.

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