CROSS POINT

The art of profit protection

Of course, you need a system to secure your articles. Or to **count your visitors**. Our article surveillance systems offer you that… but they offer more. Much more.

We took the next step. We transformed classic surveillance systems and visitor counters into a **fully integrated system** that collects a wealth of information. In real-time. In the cloud.

Cross Point Analytics gives you total **insight into the performance** of your stores and into your customers' behaviors. **Starting now**, you no longer need miss any of this.

Take the next step

Every manager needs information on store operations. This is why we gave our systems extra tasks. We have modified them so that our systems constantly collect all necessary information in the cloud. You have real-time access to it, through a PC, iPad, or iPhone. This transforms a classic article surveillance system that can only beep into a new opportunity to score for the office management, the marketing department, the IT department and the security manager.

So take the next step and ensure that you are a leader for years to come.
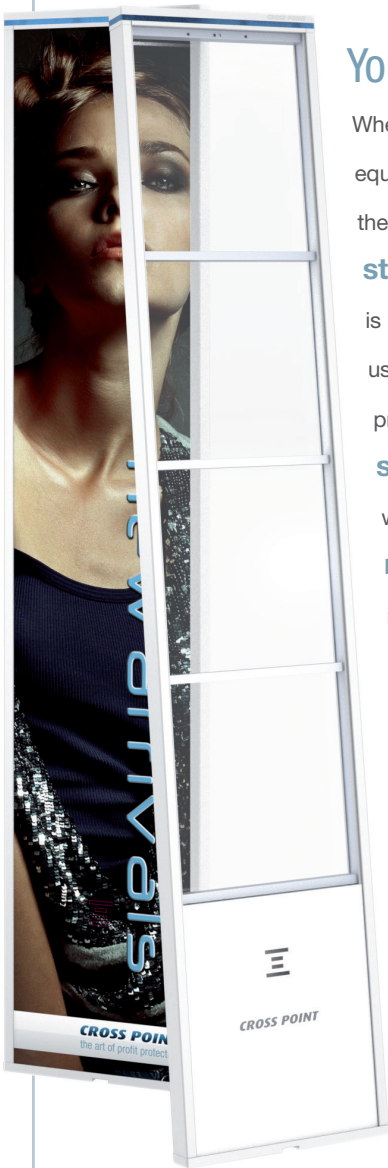
What counts?

Our **Cross Point cloud** solution links customer counters, article surveillance systems and cash register systems.

The various components work together as a **completely integrated system**. All requested information is processed automatically and presented in the form of instantly available, relevant **management information**. You can view and evaluate the information from all linked stores on the Internet as often as you want. If you want to we can also make the information available for **smooth integration** with your existing Management Information System. Cross Point offers all necessary information for effective theft prevention and for **effective store management**. That's what counts!

Of course you don't pay twice

The information from our online systems **tell you everything** about your store. You have already acquired those systems, so you don't pay for the information being generated in your stores. At least, **that is our philosophy** (our competitors have different ideas on this issue). Only if you want us to evaluate and structure the information for you, we charge a fee. Just for **the extra service**.

We produce and sell **our systems** as efficiently as possible. Reliability and design come first for us. Always and without compromise, which **guarantees lowest cost** of maintenance. And do we really need to mention unattractive store furniture?

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Your good looks

Whether it counts or beeps, all equipment in a store must support the product presentation and the **store presentation**. This is a simple starting point for us. This is why all Cross Point products are **aesthetically superior** and match perfectly with your store interior. They are **meticulously designed** in accordance with essential design principles and **unobstructively** fulfill their task in every store interior. Your logo, advertisement or house style can easily be applied to the various system panels, if this is desired. **Striking or subtle**, whatever suits you.

Every label tells a story

Every security label is **checked automatically** when deactivated or detached. And we check this online. For example, we **register** at what time security labels are removed. If this occurs **outside opening hours** you are **informed immediately**. This automatic check applies to all types of hard tags and paper labels. If the **quality** is not as desired you are the **first to know**.

Improve your performance

Cross Point Analytics gives you **complete insight** into the **performance of your stores**. Right from a comprehensive overview of your worldwide network of stores right down to the smallest detail on the status of a **surveillance system**.

Get insight in visitor flows, trend analysis, evaluation of advertising campaigns, deployment and performance of your personnel. Increase your **buyer-to-traffic** ratio and revenue per customer thanks to real-time management information, **100% customized to your needs.**

You will **always have access**, by PC, iPhone, or iPad, to your personal Analytics dashboard. Play with the demo and convince yourself.

For a demonstration, please visit analytics.crosspoint.nl

You will never notice

We do not want and **do not have downtime**. We prefer to prevent problems. This is why all systems are **constantly monitored**. We resolve problems online before they have an effect. Intelligent architecture detects potential hardware problems at an early stage. Components are replaced as a preventive measure if necessary. This is how we guarantee **optimum operation** at minimum cost.

Cross Point worldwide

From our office in The Netherlands, we closely **cooperate** with **local experts**. You can rely on an **international partner network** which offers high level international solutions combined with service next door. We know about the latest global developments in loss prevention, but also about local **issues** and **challenges**. Therefore we provide you with all the **service, advice and training** you and your staff need, whenever you need it, wherever you need it.

For references and store pictures,
please visit www.crosspoint.eu/references.

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Check out our competitors

Naturally, there are other suppliers of **connected systems**, but our system was developed on the **basis of your needs** and those of other users. And yes, we have **studied our competitors'** solutions carefully. This is why **we are completely up-to-date**. So with the best technology, integration, service and return on your investment, what else do you need?

… and then let's talk

Take a look and compare. Then we will be **happy to talk** to you about the differences between a system that only beeps and our system that actively processes all relevant information into **management information**. That enables you to start a process of constant improvement. Call or mail for a **convincing presentation**.

We care

Cross Point is **going green.** This starts right with design. We use sustainable materials, such as aluminum and PMMA. All our products of course are **lead-free** and we use raw materials responsibly. Our systems are **highly energy-efficient** when in operation, and then go over to stand-by after business hours to **reduce energy consumption** even more. We minimize water and electricity consumption in our headquarters building.