# Unlocking Retail Insights
## March Networks Combines Video and RFID Data

**March Networks unveiled its newest Searchlight for Retail integration at this year's ASIS International Exhibition in Florida.**

The integrated solution combines March Networks Searchlight software with high-performance fixed Radio Frequency Identification (RFID) technology from Zebra® Technologies.
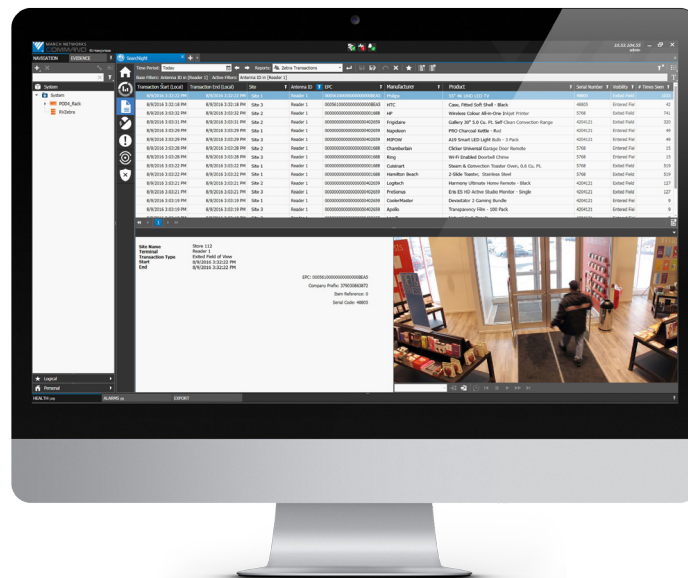
The integrated solution enables organizations to enhance loss prevention capabilities and visually verify events using crystal-clear video to draw additional business insights.

"Every day we speak with retail leaders who are starting to treat video as a core component of their technology strategy," said Jeff Corrall, March Networks Integrations Business Development Manager. "Integrated video can provide an almost unlimited view of the business, capturing everything from point-of-sale engagement, to banking transactions, to what went out the back door."

By combining data from Zebra RFID-tagged items with high-definition surveillance video, March Networks Searchlight makes it possible for companies to quickly search for items by date, time, brand, product type, serial number or Electronic Product Code (EPC). They can then access the associated video with a single click to see exactly when and how an item entered or left a location. Users can conduct searches centrally from any networked location and simultaneously across multiple locations.

For example, an organization can discover in minutes the last time a specific, high-value item was present in a store or warehouse by searching on the product serial number and reviewing the recorded video. Similarly, it can use the same search capability to resolve more systemic — and potentially costly — issues, such as tracking the 10 or 12 items reported missing from inventory at the end of each month.

Retailers can also set up reports in the easy-to-use Searchlight software dashboard to analyze inventory flow over time and identify suspect incidents at a glance. In addition to RFID data and video, the software integrates point-of-sale (POS) transaction data and intelligent analytics — including people counting, queue length and dwell time — to provide comprehensive information retailers can use to improve the customer experience.

In the future, the tight integration of RFID, POS and video data will enable automated alerts in the Searchlight software. This will allow companies to proactively respond to anomalies such as high-value items being removed from a location without first being captured at the POS, or the need to replenish best-selling items on store shelves.

March Networks Searchlight enables organizations to set up reports in a user-friendly software dashboard so they can easily analyze inventory flow over time and identify suspect incidents. In addition to RFID data and video, the powerful software integrates POS receipt data, ATM/Teller transaction data and intelligent analytics — including people counting, queue length and dwell time analytics — to provide comprehensive information that organizations can use to improve customer service, marketing and operations. ▼

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