# TRENDS Business Intelligence Solution



## Turn Ambient Data into Actionable Intelligence

**3xLOGIC**
BUSINESS INTELLIGENCE | TRENDS

# Business Owners are Asking for...

- Reduced Internal Theft and Shrink
- Measurable Marketing
- Operational Dashboard
- Business Process Improvement
- Increased Employee Retention

# And 3xLOGIC is Delivering!

# Key Values to Customers

**The TRENDS dashboard lets you track and improve metrics that optimize the success of your business in key areas:**

**People Development** — To set its people up for success, store managers can review all transactional behavior and address areas of opportunity with employees within two days.

**Comparing Store Performance** — The store managers' dashboard displays restaurant performance compared to other stores in the region and to their prior month's performance.

**Optimizing Store Efficiency** — Easily identify how many people are working per hour, what job they are facilitating, and the revenue generated per hour.

**Monitoring Intrusion Data** — TRENDS provides intrusion data, which cleary display when stores are opened and closed, deliveries are made, cleaning is done, and whether the store is being remotely armed and disarmed.

**Tracking Cash** — Ability to track how much is in the safe and when it was last counted, as well as petty cash spend along with scanned receipts for purchases.

**Custom Dashboards** — TRENDS can provide dashboards for all levels in the organization that give an at-a-glance or drilled-down overview of an employee's priorities and responsibilities.

> **Easy to consume, visual indicators bring to light the good and the bad, allowing your finger to be on the pulse of your business.**

# Is TRENDS Right for You?

Perfectly suited for medium to large sized business with multiple locations, TRENDS provides actionable intelligence on what would otherwise be dark or ambient data. Get immediate visual indicators on how all aspects of your business are performing.

## TRENDS is ideal for:

- Retail (Mid to Large Scale)
- Quick Service Restaurants
- C-Stores
- Hospitality
- Financial Institutions

*Minimum 100 locations with a unified/ standardized POS system that is managed by IT.

# What is TRENDS?

TRENDS is a cloud based business intelligence (BI) tool that ties exception based reporting (EBR), video data, and third party applications into an easy to use dashboard and provides a clean, simple visual snapshot of your business. By leveraging intuitive icons and color groupings, TRENDS empowers the user to interpret vast amounts of disparate data more effectively and efficiently than ever before. Reporting is completely customizable and presents information in a format most effective to the user allowing you to optimize your business across the board.

**3xLOGIC**
BUSINESS INTELLIGENCE TRENDS

## Now business owners can have immediate visibility into their entire business processes.
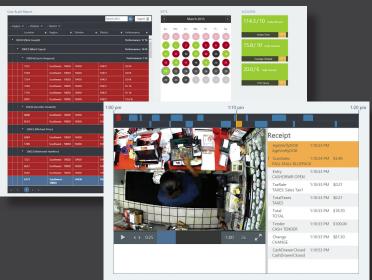
# Using TRENDS
## is as simple as...

pressing a red button. TRENDS has the flexibility to bring virtually any data stream into the cloud-based platform. This enables features for store comparisons, sales conversions, weather, and analytics such as dwell time data and traffic counting to be easily viewed and compared from **any device anywhere, any time**.

Weighted results are displayed in an easy-to-read fashion highlighting areas of interest within your organization. Just a single click provides actionable details related to a specific employee, transaction or business.
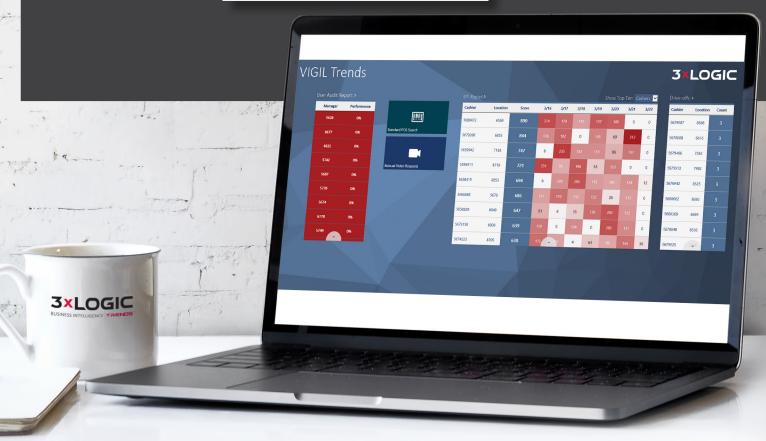
Identifying areas to increase profits and reduce losses has never been easier.

# What Does My Solution Look Like?



Weighted KPI Reports allow Loss Prevention (LP) analysts and Regional Managers to identify employee theft. At a glance, TRENDS identifies the top 10 liabilities in the business—the employees that are costing the business enormous amounts of money.

*"As an industry leader, Panda Express's culture sets an expectation of best-in-class results," explained Lyle Forcum, executive director of asset protection at Panda Express. "Accordingly, we needed a state-of-the-art business intelligence solution to provide us with truly actionable information. Intelligence we can act on is central to Panda's business strategy, which focuses on meeting high standards through continuous operational improvement."*

*"At Panda, safety and loss prevention are key priorities in executing great operations. We worked with 3xLOGIC and Interface for over a year to implement a highly-customized solution to meet these priorities. Now, we have a cutting-edge tool deployed across the entire enterprise that we can all be proud of."*

**Lyle Forcum** — Executive Director of Asset Protection at Panda Express.

## 3xLOGIC

12000 Pecos St. Ste. 290
Westminster, CO 80234

www.3xlogic.com