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Partners' Success Stories: Catalyst

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About the Company

Catalyst is a company developed in early 2004 as a global supplier of Electronic Article Surveillance (EAS). Catalyst was acquired by parent company Li & Fung in 2012 and has been gradually expanding beyond the traditional range of EAS hardware, and began venturing into business analytic solutions and anti-theft security systems.



CATALYST

“I really like this product and plan on selling a lot of them.

I would like to be better equipped with knowledge so that we can get more deals done.”

- Sam Raper
Catalyst Account Manager

Current Status

- Over 50 counters installed throughout US, and 30 throughout UK
- Partnered for over 2 years
- Installed Footfallcam in all branches of Chandler’s Public Library (US) and Oasis (UK)
- Earned an average of \$25,000 in 2016 solely from Footfallcam

Opportunity

As one of the more prominent retail solutions provider, Catalyst is constantly looking for other business solutions to add to their range of product. As a result, Catalyst had sampled a myriad of people counting solutions before deciding to be an active distributor of Footfallcam. The driving force that made Footfallcam stand out from the all the other people counting solutions were the multiple features that were included in a single Footfallcam. Additionally, the nature of a distributor network is to earn a profit margin, as such Catalyst had wanted a reliable yet affordable people counting device to retail to their customers.

Solution

Footfallcam was chosen over other people counting solutions due to the multiple functions of Footfallcam. Catalyst needed reliable people counting data, a function that is the basis of many people counting device. Footfallcam further reinforce the people counting ideology with visit duration. With the ability to measure the dwell time of each consumer, retailers can easily determine staff allocation for specific hours. Footfallcam achieves this by using Wi-Fi counting for tracking visit duration, while using video counting for traditional people counting feature. Furthermore, Footfallcam goes beyond the conventional people counting device with the added benefit to simultaneously and accurately track outside opportunities. This allows any retailers to view how many potential customers they could have had.

Business Model

Time constraint was an underlying issue for Catalyst. Catalyst was a large company dealing in a variety of EAS solutions and thus, could not spare any resources to handle additional work and research. Footfallcam provided Catalyst with a single guide that entails all information in regards to the product as well as pricing information. In addition, Footfallcam was available at all hours and provided information in real time to accommodate for Catalyst’s time constraint. Footfallcam also alleviate this constraint by guiding Catalyst throughout the installation process by creating a WhatsApp group and guiding the installer step by step in real time. We also provided remote support during off-duty hours despite the time zone difference. Footfallcam is serious about the commitment we show to our partners in ensuring the process would be simple and communicative.

Responsibilities

As a registered reseller, both Footfallcam and Catalyst bears equal responsibilities that varies in nature. The responsibilities range from seeking potential clients, installation and implementation, and post-installation support services.

Catalyst

- ✓ Produce Materials – Catalyst is responsible for providing their own marketing material since they rebrand Footfallcam under their own brand. Catalyst is also responsible for using producing their own price list and use their own pricing strategies.
- ✓ Prospective Client Seeking – Catalyst is responsible for seeking their own clients and liaising with the clients both before sales, and after sales. This role is inclusive of Catalyst showcasing a demo unit to prospective clients while also answering any queries they may have.
- ✓ First Line Support – Catalyst deals directly with their customers and support them should they have any inquiries. Footfallcam does not deal

Footfallcam

- ✓ Training – Footfallcam hosted a Skype training with numerous employees of Catalyst in guiding them how to use both the report portal and device manager of the counter. The training was hosted at no additional costs to Catalyst as a token of our appreciation. This process allows Catalyst to better understand the many functions of Footfallcam and how to support their customers.
- ✓ Sales Lead Passing – Footfallcam redirect all sales lead from the country of operation for Catalyst to Catalyst themselves.
- ✓ Verification – Footfallcam generated an accuracy report for Catalyst to provide to their customers for them to review the authenticity of the data provided by Footfallcam.
- ✓ Second Line Support – Footfallcam provides off hour support to Catalyst should a severe and unexpected situation arise. Footfallcam will determine whether an engineer call out to site is required and if there is a need, Footfallcam will guarantee the arrival of an engineer within 14 days to resolve the issue.

Customers of Catalyst



Chandler's Public Library – 10 Units



Relax the Back - 2 Units



Fix My I – 3 Units



Oasis (UK store) – 12 Units