



FOR IMMEDIATE RELEASE

Claris Solutions and Euclid Elements Deliver Game-Changing Analytics for Retailers

New York, NY – January 12, 2012 – Claris Solutions, an established retail performance consultancy, has joined forces with Euclid Elements, a fast-growing data analytics startup, to offer a unique, game-changing solution to improve store performance through the application of unique visitor-based information and expert analytics. The Claris-Euclid “Store Experience Program™” turns shopper data into performance improvements with the development of custom solutions for each client.

Wade Mosteller, Senior Partner at Claris commented, “The Euclid technology revolutionizes the way Claris can help our clients improve their store’s performance. The data that is captured and reported by Euclid’s solution gives our consultants valuable insight and leads to fantastic new ideas to improve retail operations.”

Will Smith, CEO at Euclid added, “Over the past few years, physical retailers have been at a distinct disadvantage compared to online retailers who have been able to leverage customer analytics to improve the web shopping experience. Through our sensor technology and analytics platform, we will be able to supply Claris with similar customer data for brick and mortar stores, allowing them to tailor programs and recommend operational improvements that can increase shopper satisfaction and customer loyalty.”

The Claris-Euclid Store Experience Program™ is built around the use of mobile sensors that map shopper traffic patterns in retail spaces. These sensors sense Wi-Fi signals on smartphones, allowing Claris consultants to understand exactly how shoppers move through a physical store environment. Based on this anonymous and aggregated data, Claris will be able to provide a big picture view that enables retailers to make better decisions about store layouts, merchandising, staffing and other aspects of the in-store experience.

Claris and Euclid are exhibiting together at the upcoming National Retail Federation show in New York City on January 16th and 17th at the Jacob Javits Convention Center, Booth #2278. They will be demonstrating and discussing their unique new solution at the show, which is the largest gathering of retail executives each year.

About Claris Solutions:

Claris is a forward thinking retail consultancy committed to improving the performance of our retail client’s operations. We help our clients energize their key initiatives to drive sales and reduce costs with fresh, new strategies and the integration of the latest technologies to further improve efficiencies. For more information, visit www.claris-solutions.com.

About Euclid Elements:

Euclid is a venture-backed startup based in Palo Alto, CA. Our product is conceptually analogous to Google Analytics for the physical world. Our customer base includes retailers, mall owners, and venue operators of many kinds. Underlying our technology is a commitment to protecting privacy. Please see our [Privacy Statement](#) for more information. To learn more, please visit www.euclideanlements.com.

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How can we take our shopper's store experience to the next level? How can we attract new shoppers and also build customer loyalty?

Answer: The Claris-Euclid **Store Experience Program™**.

Who is Claris? Claris is a forward thinking retail consultancy with a store operations experience team that strives to help retailers dramatically improve their performance. Claris crafts solutions based on shopper's in-store experiences, shopper response data, and performance analytics.

Who is Euclid? Euclid is Google Analytics® for the physical world. Based in Palo Alto CA, Euclid is a venture-backed startup with patent-pending technology and a team composed of veterans of Google IBM, and TIBCO.

What kind of data does Euclid bring to the table? Euclid's sensor technology captures anonymous behavioral data at the store level, including shopper acquisition rate, shopping duration, and loyalty metrics, among many others. The data, which is encrypted and securely transmitted, is presented in a browser-based dashboard, which can be made available to any designated users in your organization.



Euclid's *aggregated, anonymous data* is valuable to any retailer that wants to increase the quality of their decision-making around **marketing and promotions, visual displays and labor deployment**. For detailed information, please see euclideanlements.com.

What is the Store Experience Program™? The Claris store experience team will work with the data captured by the Euclid system and perform in-store observations of shopper behavior, shopper interaction with displays, merchandise and your store associates. Observational information will be captured and recorded and integrated with the Euclid data.

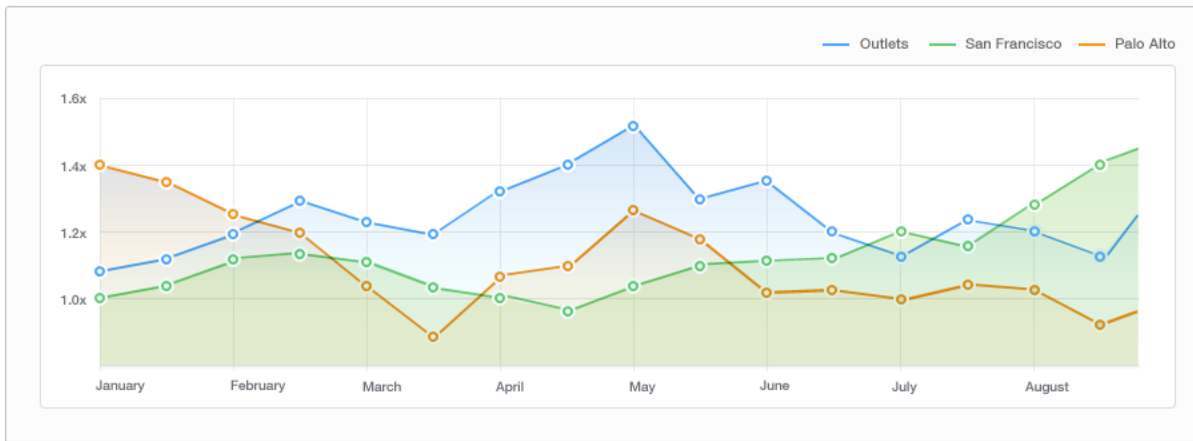
Claris will prepare a situation report which benchmarks performance, analyzes improvement opportunities, and presents recommended next steps.

Outlets San Francisco Palo Alto

Visit Frequency | The number of times your shopper visit your store. It provides the ability to add any number of users to your account.

Historical

Dec 1, 2011 - Jan 1, 2012 Monthly Average



How can I see if it works for our stores? Simple – try it !

The approach below describes a simple pilot program that will help you prove out the program in your stores.

1. Design the assessment – what questions can we answer:
 - **Shopper Acquisition:** How can we get more shoppers in the door?
 - **Shopper Engagement:** How can we keep them in the store longer?
 - **Shopper Loyalty:** How can we get them to come back again and again?
2. Select your test stores
3. Install the Euclid sensor(s)
4. Euclid devices passively collect your baseline data
5. Review analytics with the **Claris Retail Experience Team**
6. Build an action plan to improve the store experience in areas such as:
 - a. Improving shopper capture rate
 - b. Increasing shop time
 - c. Increasing visit frequency

Claris + Euclid = Improved Store Performance - It's as Simple as That!

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