Customer Problem

Shopping in most electronics or smart phone stores often involves a familiar hassle: You can’t really examine the product you like because it’s tethered to a corded alarm. Want to see if a phone fits in your pocket? You can’t because the cord won’t reach. Want to carry the product to another display to comparison shop? You’re likely to set off the store alarm and send the sales team into a tizzy. But what if that pesky tethered system were no more? What if it were replaced with a digital solution that offered security, analytics and a whole lot more?

What if retail security systems were in essence, reborn?

The Solution

Sennco wanted to help its retail customers increase sales and profits by developing an innovative and connected alarm system. Genesis Wireless was the answer. With guidance from the IoT team at ThingLogix, Sennco is launching the world’s first and only wireless and connected point-of-sale (POS) security system that also provides instant informational analytics to retailers and the original equipment manufacturer (OEM). The small change from tethered to wireless IoT technology makes retail security a resource for countless business and analytics benefits never before available.

Here are just a few ways Genesis redefines retail:

1) Improved customer experience

- **Before Genesis:** Alarms were permanently attached to display products. These traditional security systems were cumbersome and intrusive to the customer shopping experience. Additionally, they provided no useful data or analytics.

- **With Genesis:** Genesis is a far less cumbersome security system. It has small wireless attachments that generate an audio alarm when the device leaves a geo-fenced perimeter around the display. Customers can now move around the store, test the feel of a device in their pocket, compare products side by side, and connect the product with either wearable or other Bluetooth devices.

2) Customer behavior analytics

Genesis provides a wealth of useful information about customer and retail shopping trends. The data provided by Genesis tells retailers how
many times a product is picked up by consumers (“lifts”) as well how long the product is held (“dwell time”). With this lift and dwell-time data retailers can:

- Track customer interest
- Compare customer interest against sales
- Predict peak times to manage personnel accordingly
- Compare data across products and between stores
- Identify products that aren’t selling and boost related employee training
- Improve marketing and product placement
- Spend the advertising budget appropriately

3) New revenue streams

Genesis’s data on customer behavior is valuable to the product’s manufacturer. Additionally, the company or retailer could market that data to the original equipment manufacturer (OEM).

Finding a Software Ally

Sennco has a long history of developing cord winders, clamps, or brackets that physically secure devices. But developing the wireless alternative Genesis required Sennco, a product company, to become a software company. That just wasn’t realistic. “Bringing the Internet of Things piece to this is a new technology and it was certainly not a core competency of Sennco,” says Dale Liff, director of engineering at Sennco. “That was one of the biggest challenges we faced.”

Sennco decided that to integrate Genesis with the IoT smoothly and to bring the product to market on time, it needed to hire an expert. That expert would link disparate IoT technologies with the cloud and ensure that Genesis mobile and web applications would work with the IoT both at scale and globally.

Sennco needed a partner to guide them on their IoT journey. The company had already decided to use the cloud platform Amazon Web Services (AWS) for its IoT integration and they selected ThingLogix as their development partner.

ThingLogix took over all of the cloud and IoT integration that was outside of Sennco's core area of expertise, including:

- Systems Integration
- Device management and web application interfaces
- Mobile application development
- Cloud platform integrations
- Data collection
- Testing and post-production support

About Sennco

Genesis is the first and only wireless electronics security system that leverages the Internet of Things (IoT) for an unprecedented retail experience. Designed by Sennco Solutions Inc. (Sennco)—an Illinois-based manufacturer of mechanical, tethered or corded alarms that attach to high-end electronics like mobile devices—Genesis is the result of a years-long process to find out how a wireless, cloud-connected electronics alarm could make shopping for electronics more efficient and engaging for customers and retailers.

Sennco is poised to revolutionize the market, thanks in part to the IoT consultancy ThingLogix. ThingLogix and its IoT Device Management solution Foundry helped Genesis tap seamlessly into both the vast analytics and operations benefits of the cloud.