SR16678112 ##29A74734E7##

Service Request

ShopperTrak
170 Chastain Meadows Ct
Kennesaw, GA 30144

CTN3098894 SR16678112 Rev 0

ShopperTrak Helpdesk #: See SR details

SR Type: Routine Maintenance Dispatch (US) (3 Business Days)

Dispatch Type: (TT)

Reference Number: S10096618 End User Reference: 4717

Date: 04/30/2021 Window: 11:00 to 13:00 EDT Expected Duration: 204 PO#: T01364908

Site Contact: MOD	Phone: 845-928-7913	Alt. Phone:
Company: Sunglass Hut - Woodbury	Address: 447 Dune Road Rt 32	
City: Central Valley	State: NY	Zip: 10917

TAC: 404.536.4721 (AT&T) | 678.332.8358 (Verizon) | 678.460.2530 (Other)

SR DETAILS

ShopperTrak Ticket Requester: Auriel
ShopperTrak Rep Phone Number: Unknown
Helpdesk Number: 312-529-5304
Ceiling Height: 10.5 FT
What is the nature of the trouble/issue?: Unknown- Call Helpdesk

DESCRIPTION OF WORK

Retail Analytics - Routine Maintenance Dispatch (US) (3 Business Days): Call TAC for Details

SR CHECKLIST

1. Login via the myESP App when onsite.
2. Refer to your attached guide.
3. Contact ShopperTrak Helpdesk at 1-312-529-5304 once logged in.
4. Please submit all deliverables via the app.
5. Sumbit all milestones via myESP once completed.

To be completed by the Field Engineer (FE): 43398

Call Result: [ ] Successful [ ] Incomplete

Incomplete Reason:

Materials Used:

Description	Qty

Required for all calls:

Time at Log-on: _____:_____ EDT

Time at Log-off: _____:_____ EDT

Customer Heldesk Rep. Name: _____

Customer Call Closure Code: _____

Onepath TAC Rep. Name: _____

Onepath TAC Closure Code: _____

Installed Equipment:

Make/Model	Serial Number

RMA Equipment:

Make/Model	Serial Number

FE Initials	End-User Name (Please Print)	Title	End-User Signature	Date

SR16678112 ##29A74734E7##

Description: This is a trouble ticket to resolve an issue in regard to the customers ShopperTrak Solution. Work with the ShopperTrak helpdesk to troubleshoot. There will be emergency equipment shipped to site if replacement is needed. DO NOT REPLACE EQUIPMENT UNLESS INSTRUCTED BY SHOPPERTRAK. The Helpdesk number will be listed in the SR Details section on your SR.
Required Tools: Standard Telco + 10ft ladder
Required Materials: Standard Telco
Required Skills: Network and Cabling
RMA Handling: For unused or defective ShopperTrak provided gear: If there was a return label provided with the equipment, DISCARD IT. All returns will follow the call tag process. Record the make/model/serial of any unused or defective equipment on the Equipment Return Form and package the device(s) in the box the new gear came in. Seal the box so it is ready for shipment and ask the MOD to keep in a safe place. Advise the MOD that FedEx will be onsite in 1-5 business days with their own return label - all the MOD has to do is hand FedEx the box. Ask the MOD sign the equipment return form, acknowledging receipt of the return gear and their understanding of the return process. Upload a photo of the signed equipment return form to myESP.
FE Overage Threshold: 2 hours

Description: Revisit.
Orbit Type & Connectivity: Orbit 5 - IP
Store Open: Y
Date Requested: 4/29
Time Requested: 00:00 AM/PM
IT Contact (for trouble shooting): Robert Nevin, 513 623 8623, robert.nevin@pomeroy.com Michelle Conley, 859-250-4968, michelle.conley@pomeroy.com Michael Meadors, michael.meadors@pomeroy.com
Notes: Unable to connect to the ST600. Please troubleshoot lost connectivity.

Equipment:

March 11, 2021

Re: COVID 19 - City/County/State/Federal Orders

To whom it may concern:

Please be informed that the bearer of this letter is subcontracted by Genesis Networks, a communications and information technology company providing essential critical infrastructure as outlined by the Cybersecurity and Infrastructure Security Agency (CISA); an agency operating under the Department of Homeland Security.

Under CISA guidelines, these workers must be able to travel to and gain access to infrastructure facilities and offices during curfews and restricted travel periods. CISA identifies the following list as essential to continued critical infrastructure:

Communications:

• Maintenance of communications infrastructure- including privately owned and maintained communication systems- supported by technicians, operators, call-centers, wireline and wireless providers, cable service providers, satellite operations, undersea cable landing stations, Internet Exchange Points, and manufacturers and distributors of communications equipment

• Workers who support radio, television, and media service, including, but not limited to front line news reporters, studio, and technicians for newsgathering and reporting

• Workers at Independent System Operators and Regional Transmission Organizations, and Network Operations staff, engineers and/or technicians to manage the network or operate facilities

• Engineers, technicians and associated personnel responsible for infrastructure construction and restoration, including contractors for construction and engineering of fiber optic cables

• Installation, maintenance and repair technicians that establish, support or repair service as needed

• Central office personnel to maintain and operate central office, data centers, and other network office facilities

• Customer service and support staff, including managed and professional services as well as remote providers of support to transitioning employees to set up and maintain home offices, who interface with customers to manage or support service environments and security issues, including payroll, billing, fraud, and troubleshooting

• Dispatchers involved with service repair and restoration

Information Technology:

• Workers who support command centers, including, but not limited to Network Operations Command Center, Broadcast Operations Control Center and Security Operations Command Center

• Data center operators, including system administrators, HVAC & electrical engineers, security personnel, IT managers, data transfer solutions engineers, software and hardware engineers, and database administrators

• Client service centers, field engineers, and other technicians supporting critical infrastructure, as well as manufacturers and supply chain vendors that provide hardware and software, and information technology equipment (to include microelectronics and semiconductors) for critical infrastructure

• Workers responding to cyber incidents involving critical infrastructure, including medical facilities, SLTT governments and federal facilities, energy and utilities, and banks and financial institutions, and other critical infrastructure categories and personnel

• Workers supporting the provision of essential global, national and local infrastructure for computing services (incl. cloud computing services), business infrastructure, web-based services, and critical manufacturing

• Workers supporting communications systems and information technology used by law enforcement, public safety, medical, energy and other critical industries

• Support required for continuity of services, including janitorial/cleaning personnel

All persons performing critical operations have been instructed to comply with hygiene and social distancing requirements as established by the Centers for Disease Control and Prevention.

Please do not hesitate to contact me should you have any questions regarding this letter or our operations.

Sincerely,

Bryan Hann

Area Vice President – Deployed Services, Genesis Networks

1354 N. Loop 1604 E., Suite 103 | San Antonio, TX 78232 | 210.489.6600

Cybersecurity & Infrastructure Security Agency
Washington, DC 20528

May 27, 2020

To Whom It May Concern:

The U.S. Department of Homeland Security (DHS) Cybersecurity and Infrastructure Security Agency (CISA) issues this letter to facilitate work in the interest of homeland security by Communications Sector workers identified in the CISA Essential Critical Infrastructure Workers advisory guidance, dated May 19, 2020.[1] CISA requests any courtesy that can be extended to essential workers involved in communications infrastructure operations, maintenance and restoration **in response to the COVID-19 Pandemic and any other regional disasters (e.g., hurricanes, tornadoes, wildfires, earthquakes) that may occur during any COVID-19 response phase**.

CISA developed the **Essential Critical Infrastructure Workers** advisory guidance identifying workers that conduct a range of operations and services deemed essential to continued critical infrastructure viability. This list is intended to support State, local, tribal, and territorial officials' decision-making as they work to protect their communities, while ensuring continuity of functions critical to public health and safety, as well as economic and national security.

In developing this advisory guidance, CISA determined that essential workers need access to jobsites based on our judgment that organizations affiliated with the Communications Sector engage in activity that could reasonably be included within the scope of "critical infrastructure" as that term is defined in law; and critical communications infrastructure is necessary to ensure first responder, emergency responder, and 911 communications capabilities are functional during this response and recovery period. In the course of providing this support, identified Essential Critical Infrastructure Workers in the Communications Sector should be able to travel to and access necessary critical infrastructure facilities in order to prevent loss of service or restore critical communications services.

CISA greatly appreciates your cooperation. For any questions or concerns related to this request, please contact the CISA at 888-282-0870 or CISAservicedesk@cisa.dhs.gov.

Sincerely,

Christopher C. Krebs
Director
Cybersecurity and Infrastructure Security Agency (CISA)

[1] "Guidance on the Essential Critical Infrastructure Workforce," Cybersecurity and Infrastructure Security Agency, https://www.cisa.gov/publication/guidance-essential-critical-infrastructure-workforce.

ShopperTrak

Field Engineer- Please Read

Covid-19 Procedures and PPE Requirements

As the US starts to re-open, many ShopperTrak customers have asked that ShopperTrak Field Engineers agree to certain safety requirements as a condition for scheduling ShopperTrak installations or break-fix visits. The requirements are summarized below:

1. Field Engineers are **required to wear face coverings and gloves at all times** when entering, working in, or exiting stores.
    a. This can include any of the following based on CDC guidelines: **reusable or disposable masks**.
    b. https://www.cdc.gov/coronavirus/2019-ncov/prevent-getting-sick/diy-cloth-face-coverings.html

2. Field Engineers are **required to maintain social distancing** while in stores and follow all posted instructions for customer queuing/metering.

3. **CALL TAC IF THIS APPLIES BEFORE GOING TO SITE**: Field Engineers should refrain from visiting stores if they have a fever of 100.4 F (37.94 C) or higher, or have exhibited any symptoms of COVID-19 within 14 days of the scheduled visit, (ex: fever, cough, shortness of breath or difficulty breathing, chills, repeated shaking with chills, muscle pain, headache, sore throat, new loss of taste or smell).
    a. Or if in the last 14 days, they have been out of the country, traveled by plane/cruise ship or been to areas known to have high concentrations of COVID-19 infections, or been in close contact with a person(s) with a positive or presumed positive COVID-19 case.

4. If a Field Engineer is diagnosed with COVID-19 or shown symptoms of COVID-19 within 2 weeks of visiting a store, **inform TAC of the diagnosis**.

ShopperTrak

Equipment Return Procedure

Field Engineer- Please Read

Failing to follow the RMA procedure outlined in the guide has resulted in lost equipment. Please follow the RMA procedure listed in the guide, which has been summarized below:

1. **Discard the return label that was included with the new equipment. This return label WILL NOT be used.**

2. The FedEx call tag system will be used for equipment returns. This means that FedEx will come to the location and pick the equipment up at a later date.

3. Fill out the equipment return form with the make/model and serial number information of the equipment being returned.

4. Unused or defective ShopperTrak equipment should be boxed up and **LEFT ONSITE with the MOD** in a safe location.

5. Explain to the MOD that FedEx will come to their location within 1-5 business days to retrieve the box.

6. Inform the MOD that FedEx does NOT need a return label, they will bring their own as part of the call tag request.

7. Have the MOD sign the equipment return form. Submit a photo of the completed equipment return form using myESP.

8. Take a photo of the RMA box in the storage location identified by the MOD.

ShopperTrak - Equipment Return Form

Instructions: Please fill out this form upon completion of the network installation for unused/defective Interface gear that needs to be returned. You will be responsible for completing the following:

1. Determine if there are any unused or defective items that need to be returned.
2. Record the make, model and serial number of each return device in the EQUIPMENT INFORMATION section below.
3. Record the equipment type in the EQUIPMENT INFORMATION section below. “Defective” refers to an out-of-box failure for customer supplied equipment. “Unused” refers to gear that was shipped to site by the customer but was not used to successfully convert the site (this should be *extremely* rare).
4. Securely pack the return CPE in the box the new equipment came in and upload a photo of the equipment in the box before sealing to myESP.
5. Explain to the Manager on Duty (MOD) that you are leaving the equipment onsite for a FedEx call tag dispatch. Advise them FedEx will be onsite in 1-5 business day with a label to retrieve the equipment. All the MOD has to do is hand them the box.
6. Seal the box and affix the “hold for FedEx” label to the box as a reminder of the process to the MOD.
7. Fill out the RETURN CONFIRMATION section and ask the MOD to sign the equipment return form to indicate acceptance and understanding of the equipment return process.

EQUIPMENT INFORMATION

Make/Model	Serial/ID No.	Equipment Type
		Defective | Unused
		Defective | Unused
		Defective | Unused
		Defective | Unused
		Defective | Unused
		Defective | Unused
		Defective | Unused
		Defective | Unused
		Defective | Unused
		Defective | Unused

RETURN CONFIRMATION

Today’s Date:	
SR Number	
Installer Name	
Installer Signature	

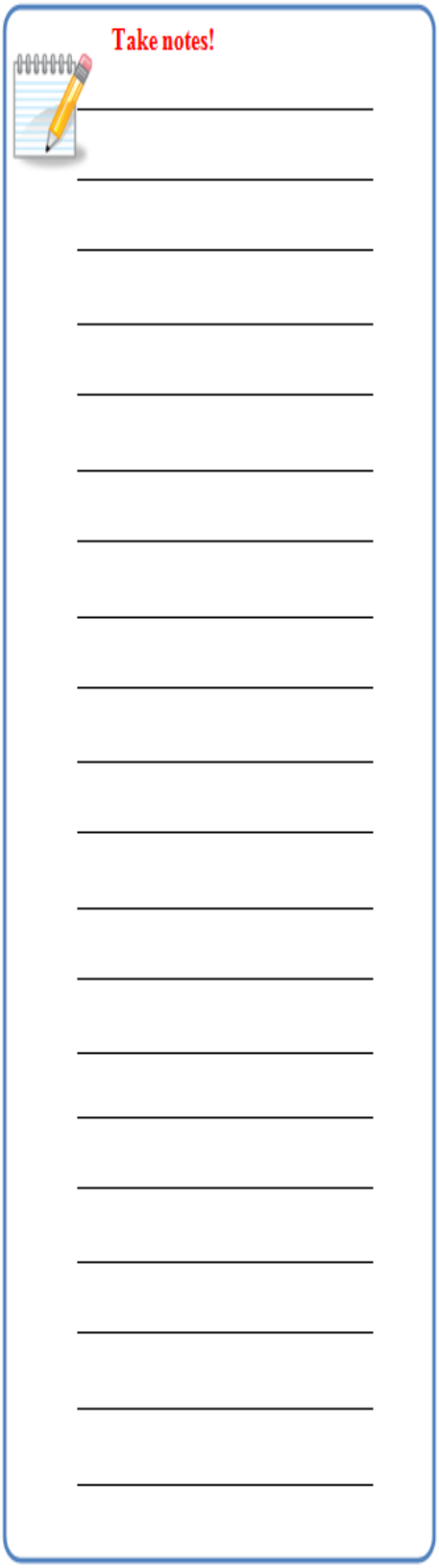
MOD Name	
MOD Signature	

Real Time Deliverables:

You will capture each deliverable and submit it in real time via the MyESP app. These photos/documents are required and must be approved by TAC before being released from site. If you have any questions or cannot obtain one of these items, please call Onepath TAC.

Task Requirement	Submission Method	Completed?	Submitted?
Service Request (SR) signoff	Submit via MyESP	☐	☐
Before Photo of the Customer's Network Area	Before you begin work, please take a photo of the customer's network area.	☐	☐
Photo of the ShopperTrak ST600	Submit a photo of the newly installed ShopperTrak ST600. Make sure to show the connection going to the customer's network.	☐	☐
Photo(s) of the Installed Orbits Devices	Submit any photos of all installed orbits devices. The number of orbits will be site specific, so check your SR for details. Make sure the green light is on to show connectivity.	☐	☐
Equipment Return Form	If there is any unused or defective equipment to return, complete the Equipment Return Form (RMA Form) and submit a photo via MyESP.	☐	☐

These deliverables area required and must be submitted in real time to be approved by Onepath TAC.



ShopperTrak: Trouble Ticket (Version 1.0)

Overview: You will be trouble shooting a reported issue with the ShopperTrak solution onsite. The solution involves but is not limited to; ShopperTrak ST600, switch, and a number of orbits devices installed above the entrances and exits. You will be working with the ShopperTrak Helpdesk and check in with them when you arrive onsite.

Contact List	Number
TAC (logon)	1-800-493-0016 opt 1
TAC (logoff)	1-800-493-0016 opt 2
ShopperTrak Helpdesk	See the details section on your SR for the customer helpdesk number.

This dispatch is set for 2 hours ANY OVERTIME MUST BE APPROVED BY ONEPATH BEFOREHAND and will require a valid reason and approval.
Call Onepath TAC with any questions.

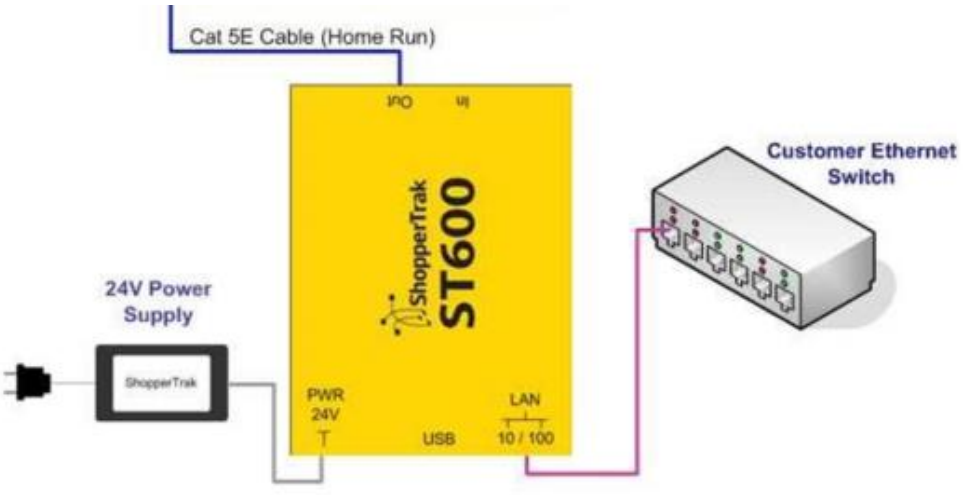
Project Checklist

Check in with Onepath

- ☐ 1. Call Onepath TAC upon arrival to login to your SR.
- ☐ 2. Call the ShopperTrak Helpdesk to check in before entering the site.
- ☐ 3. Meet and Greet with the site contact and obtain the package that was delivered containing possible replacement devices.
- ☐ 4. You will NOT install this equipment unless advised to do so by the ShopperTrak Helpdesk. This equipment is a backup solution only.
- ☐ 5. Take a before picture of the customers network area.

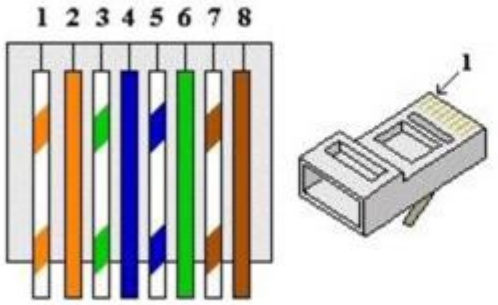
Review the Reported Issue

- ☐ 6. Review the reported issue listed in your SR.
- ☐ 7. This can be things like, ST600 not communicating, bad IW, or simply that ShopperTrak cannot see their orbit device.
- ☐ 8. Begin by performing physical layer troubleshooting by the customers network equipment, where you will find the yellow ST600.



Take notes!

☐ 9. Keep in mind that the ShopperTrak solution requires all cables to be terminated using the “T568-B” Standard:



Pin	Color
1	White/Orange
2	Orange
3	White/Green
4	Blue
5	White/Blue
6	Green
7	White/Brown
8	Brown

☐ 10. Check connections and remember if the orbits are daisy chaining, use the “OUT” port of the first orbit and connect to the “IN” port of the new/second orbit, and so on.

Call ShopperTrak For Support

☐ 11. If you require support or have confirmed the physical layer, then call into ShopperTrak Helpdesk for support, or to see if they can remotely access the equipment.
☐ 12. If any equipment needs to be replaced, then you will be instructed to do so by ShopperTrak.
☐ 13. If you were able to resolve the issue, or once you have completed the requested work onsite. Call ShopperTrak to check-out from site.

DO NOT REPLACE ANY EQUIPMENT UNLESS TOLD TO DO SO BY THE SHOPPERTRAK HELPDESK

Deliverables

☐ 14. Take all required photos and submit them in real time via the MyESP app for TAC approval.
☐ 15. Capture all serial numbers for equipment you installed/de-installed onsite.

Clean up Site and RMA

☐ 16. Clean up wire, plastic, paper or any trash left from the work performed.
☐ 17. Box up any defective equipment, and complete the equipment return form, and hand it to the site contact.
☐ 18. If an RMA is needed, complete the Equipment Return Form and submit a photo via MyESP with the site contacts signature stating they have received the package. Advise that FedEx will come with a label to retrieve the package, so to keep the box in a safe place.
☐ 19. Contact Onepath to advise that a Call Tag is required.
☐ 20. If a box comes with a pre-paid label, DO NOT USE IT. FedEx will have a call tag label when they arrive.

Close Your SR

☐ 21. Contact TAC to log off and confirm you completed all work and obtained all required deliverables.

Take notes!

Appendix A: Mounting Orbits – Non Level Surfaces

Note: Only use the ball-and-socket joint when the Orbit 5 would be out of level if mounted directly to the ceiling. The Orbit 5 should be flush-mounted whenever possible.

The threaded portion of a Toggle Bolt will be inserted into the base of the ball and-socket joint.

If *Orbit 5* is to be mounted on a drywall ceiling, drill the mounting hole large enough to insert the Toggle Bolt through, with the wings folded in towards the threaded end of the bolt. Before mounting, spin the ball-and-socket on to the threaded portion of the bolt. Insert the winged end of the bolt into the mounting hole and continue to spin the Ball-and-socket until it is tight against the ceiling.

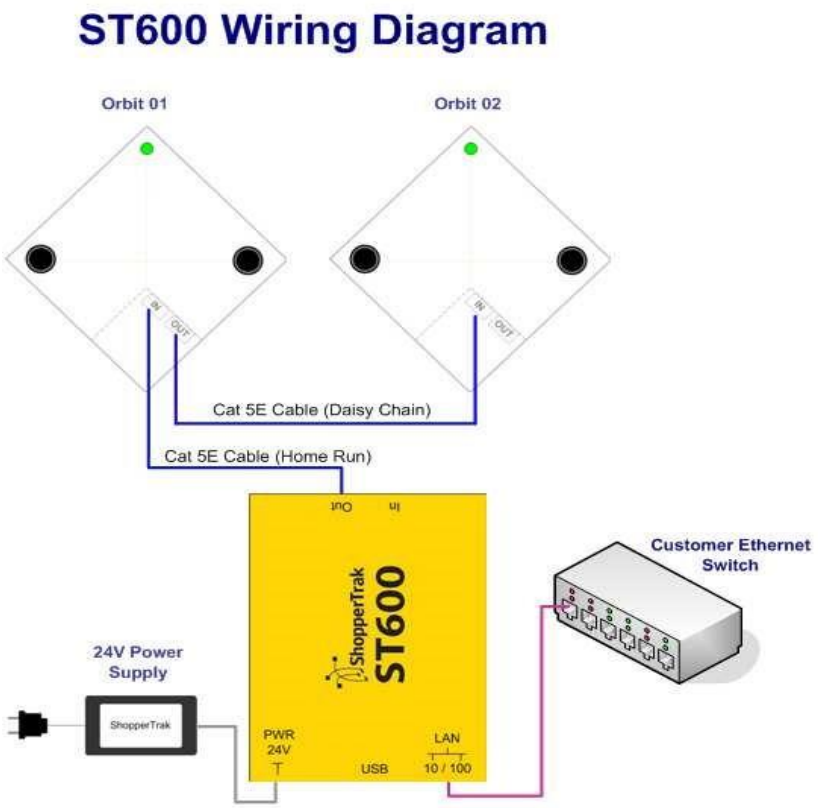
Spin the *Orbit 5* onto the other end of the ball-and-socket until it is tight. Position the Orbit so that it is level, and the door logo on the back of the Orbit faces the entranceway. The LED on the face of the Orbit will also face the entryway. An imaginary line between the two lenses would be parallel to the door. Tighten the knob on the Ball-and-socket to secure the Orbit in this position.

- Balance the *Orbit 5* using a bubble level. It is important that the device is level.
- The *Orbit 5* mounting should be immovable and completely stationary. The unit must not move or vibrate as a result of the wind, a door closing, or for any other reason.

Appendix B: Back Office Connections and Wiring Diagram

Once both ends of the Cat 5E cable have been terminated and tested, the following connections for the Orbit and ST600 will be required prior to calling into ShopperTrak for final testing:

- Connect the home run cable to the IN port of the Orbit
- Orbit(s) cable connected to the OUT port of the ST600
- Power supply connected to the PWR 24V port of the ST600
- Purple Cat 5e patch cable from the LAN port of the ST600 to the designated network switch/port ○ Please contact ShopperTrak if no port specifics were provided (312-529-5301 Option #1)



ShopperTrak Customer Troubleshooting Guide

This document provides reference material for troubleshooting the ShopperTrak systems installed within ShopperTrak. Within this document, all level 1 troubleshooting and equipment replacement procedures are listed.

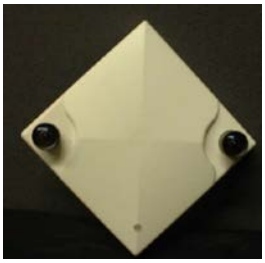
Table of Contents

Hardware Overview

- **ST600** – Network communication device. Provides remote connectivity for sending and receiving of data.
- **Orbit 5** – Counting device that is mounted above store entrances. Monitors in and out traffic flow.
- **Orbit and ST600 Power Supply** – Provides power to both the ST600 and Orbit through the ST600.

ST600

Orbit 5



Orbit and ST600 Power Supply

Level 1 Troubleshooting – No Communication to ST600

If the ShopperTrak database has generated a missing/no communication alert. Level 1 troubleshooting assistance will be required if connectivity cannot be established remotely.

No Connectivity to ST600

1. Locate the ShopperTrak ST600 (Typically located near the stores network equipment.)
2. Locate the LED light next to the "IN" port on the ST600.
    a. A green light will illuminate if functioning properly.

b. If a series of red lights flash, the ST600 has power; however, network troubleshooting is necessary. **See the "ST600 is Flashing Red" section of this document for further instruction.**

c. If the LED is not illuminated, please refer to the next section.

No LED Illuminated on ST600

Locate the ST600 and Orbit power supply. **Please note:** The power supply is 2 pieces that join together.

1. If the 2 pieces of the power supply are connected, disconnect and then reconnect them. If they are disconnected, reconnect them. They should be seated tightly together. Check the ST600 LED status.

2. The appropriate end of the power supply should always connect to a working 24-hour power outlet. The other end of the power supply should connect to the "PWR" port on the ST600. Check the ST600 LED status once properly connected.

3. Attempt to relocate power to a different power receptacle on the wall or power strip if the current receptacle does not appear to function.
4. An LED light next to the "IN" port on the ST600 will illuminate if power is properly supplied to the ST600.

5. If the LED light does not illuminate as explained above, the ST600 and/or power supply may need to be replaced. It will be necessary for ShopperTrak to ship precautionary equipment and work with the store to replace the equipment.

ST600 LED is Flashing Red

1. If the ST600's LED next to the "IN" port is illuminating a series of red flashes, move the network cable to a different port on the store's network router or switch.
2. If the LED is still illuminating a series of red flashes after switching ports on the network router or switch, network troubleshooting is necessary. This will require IT resources from the customer side.

It is necessary to check and ensure that the network rules shown below are in place throughout the entire network.

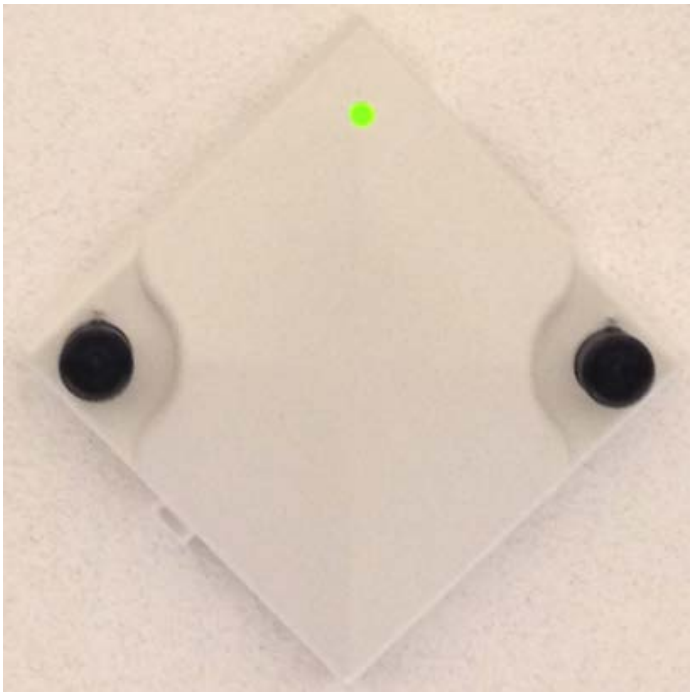
a. **Permit *TCP port 80*** (http) from the site ***Lead Device TO sitemanager.shoppertrak.com*** (216.118.195.125).
b. **Permit *TCP port 443*** (SSL) from the site ***Lead Device TO sitemanager.shoppertrak.com*** (216.118.195.125).
c. **Permit *TCP port 80*** (http) from the site ***Lead Device TO ocsp.godaddy.com***

Level 1 Troubleshooting – No Communication to Orbit(s)

Connectivity Established to ST600 - No Connectivity to Orbits

1. Verify that there is a cable connected to the "IN" and/or "OUT" port on the ST600.
    a. If multiple Orbit 5 devices are installed, it is possible that cables will be connected to both the "IN" and "OUT" ports.
    b. If a single Orbit 5 is installed, there will be one cable connected to the "OUT" port; however, in minimal situations will the single cable be connected to the "IN" port.
2. If there are no cables connected to the "IN" or "Out" ports, please locate the loose cable(s) and connect the cable(s) per the instruction in step #1.
3. If there is a cable connected, disconnect power by removing the power cable from the "PWR" port on the ST600 for approximately 5 seconds, then plug the cable back in to the "PWR" port.

4. Have an associate look at the Orbit 5 device(s) on the ceiling. The Orbit(s) should have a solid green LED illuminated. Please check the LED status.



5. If the Orbit has no light, either the Orbit has malfunctioned or the CAT5 cable between the Orbit and back office has been cut or damaged.
    a. If work has been performed in the store by other vendors, it is possible that the CAT5 cable has been damaged.
    b. If there have been frequent power outages or power spikes, it is possible that the ShopperTrak hardware has been damaged.
6. If after level 1 troubleshooting of Orbit connectivity has been completed and connectivity cannot be established, it is necessary for ShopperTrak to ship precautionary equipment and a technician for further troubleshooting.

Replacing an ST600 and Power Supply

When the equipment arrives at the store, please call ShopperTrak support at 312-529-5304 and an analyst will assist with the step-by-step replacement explained below. When replacing back office hardware (ST600 and ST600/Orbit Power Supply) a manager or associate within the store should assist with the replacement. It is necessary to replace all parts 1-by-1 in order to avoid confusion between new and old equipment and to ensure that cables are moved to the same ports on the new equipment as they were on the old.

- Take the new ST600 out of the box. See two possible shipment boxes below.

- Disconnect cable from the “LAN” port on the old ST600 and move this cable to the “LAN” port on the new ST600.
- Take the new power supply out of the box. It will be in two separate pieces. Connect the two pieces together shown previously on page 3. Connect the appropriate end into a working 24-hour power outlet and the other end into the “PWR” port on the new ST600. Check the LED status on the ST600 next to the “IN” port.

- Take the cable(s) from the “IN” and/or “OUT” ports on the old ST600 and move them to the “IN” and/or “OUT” ports on the new ST600.

Accuracy and Variance Troubleshooting

If the ShopperTrak database has generated a variance or accuracy alert or if the ShopperTrak customer has queried the accuracy of a particular location, level 1 troubleshooting assistance will be required from store personnel. A ShopperTrak analyst will call the store and ask questions about the store’s environment.

- Has the store recently had any work performed by another vendor or by a contractor?
- Do employees utilize the main entrance and another entrance within the store?
- Is the Orbit 5 installed near a heating and air conditioning (HVAC) system?
- Is there currently an entrance within the store that is utilized by customers or employees that does not have an Orbit 5 installed?
- Have any changes occurred within the store recently that may have changed the traffic flow in and out?