

iService/ PeopleCount

People Traffic and Business Analysis Solution



Features

- Multi-solution integrated platform:
 - Storefront Traffic Analytics
 - In-Store Traffic Analysis
 - Transaction Analysis
- User-defined Analysis and Report
- Cross-regional / cross time analysis
- Multiple chart types for data visualization (KPI/Bar/Line/Table/Matrix)
- Provide complete APIs for integration

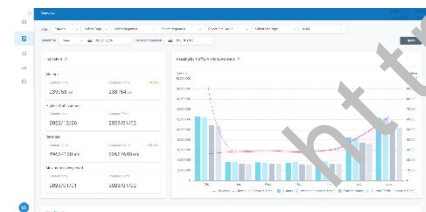
Introduction

WISE-iService iVA.Counting is a store business intelligent service designed for retail store management. It integrates several store analytic solutions, includes storefront traffic and in-store shopper analysis for a better and efficient retail management. The WISE-iService iVA.Counting has several statistic widgets which include people counting, transaction data, entering rate, conversion rate. Users can define and search in cross regions or cross periods report. The service is offering both public cloud subscription and private cloud on-premises installation.

Key Functions

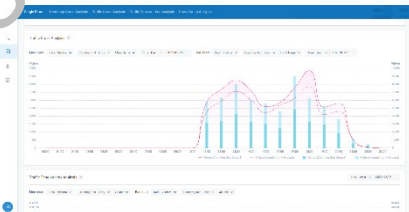
KPI Overview

Easy to understand the overall store performance with KPI view, includes number of visitors, number of transactions, sales volume, sales per shopper, entering rate, sales conversion rate, storefront and in-store traffic.



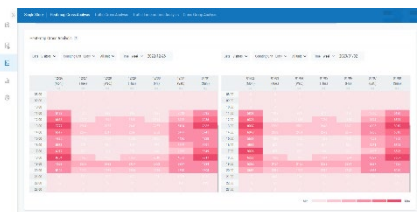
Cross-regional Analysis

Analyze cross different stores and time periods easily. User can choose the analyzing index such as transaction volume, number of visitors, even sales conversion rate.



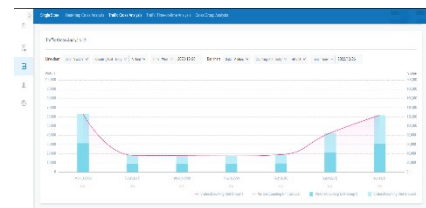
Weekly Traffic Analysis

Camera sensors are placed at each entrance to the building and collect data on the number of storefront and in-store traffic at any time and chart display of weekly report.



Traffic Time-on-time Analysis

Provide day-on-day, week-on-week and year-on-year filter to perform the traffic periodic time-on-time traffic analysis and to show each store's customer traffic.



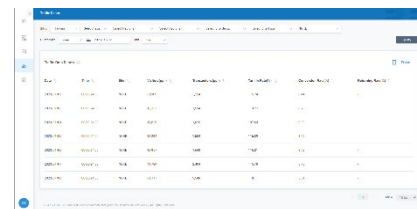
User-defined Zone Analysis

Once a user-defined is selected, user can choose the zone and see further analysis result of specific entrance in a region, cross-time traffic analysis of different entrances or floors.



Accessible Store Data Integration

Users can input store data including POS transaction data, store opening schedule and store rent cost for further store performance analysis.



Specifications

Management Center	Store Management	<ul style="list-style-type: none"> Add / delete / modify store information Provide system and user-defined tags to classify store properties Quickly search through keyword and tags to find the store you want to focus on Support importing POS transaction data manually Store operation information input: store opening time, staff scheduling, store rent cost
	User Management	<ul style="list-style-type: none"> Add / delete / modify user information Three-level authorities: account administrator, manager and user
	Device Management	<ul style="list-style-type: none"> Health check: Real-time monitoring the status of the devices Alert notification: system auto notify administrator when device status is abnormal by e-mail
	Access key Management	<ul style="list-style-type: none"> Add / delete / modify access key information Allow API access with custom period
BI Dashboard	Statistic Widget	<ul style="list-style-type: none"> Data Type: in-store and storefront traffic, sales volume, transactions, conversion rate, sales per shopper, entering rate Chart type: KPI indicator, line chart, bar chart, matrix, ranking table, weather info
	Data Investigation	<ul style="list-style-type: none"> Cross region/store, time period, multi-data comparison Daily/weekly/Monthly/Yearly/User defined report
	User-Defined Dashboard	<ul style="list-style-type: none"> User defined regions or time periods Flexible adjust widget size and its placement
	Cross Platform Support	<ul style="list-style-type: none"> Support Google Chrome and Microsoft Edge web browsers Support all devices with resolution higher than 1024x768 and automatically adjust the report layout by device resolution
	Data Security & Third-Party Software Integration	<ul style="list-style-type: none"> The data transfer format is binary-coded and uses AES 256-bit encryption with high security Provide complete RESTful API for third-party software integration
Enterprise System Architecture	Cloud Deployment	<ul style="list-style-type: none"> Public cloud: Microsoft Azure Private cloud: Microsoft server 2012
	Stability	<ul style="list-style-type: none"> Support system redundant and database auto backup

Ordering Information Cloud

Part Number	Description
Public Cloud Annual Subscription	
32CSIVACNST001	iVA.Counting Standard - Annual License

Part Number	Description
UCAM-130B-U01	3D Smart Counting Camera(1.9 mm) with recessed mounting kit

WISE-iService iVA.Counting Private

Part Number: Contact Advantech Sales for further information

Minimum Requirement

- OS: Windows Server 2012
- CPU: Intel Core i7-4790S or above
- RAM: 32GB or above
- SSD: 1TB x 2 (RAID1) or above (depend on storage period setting)
- IP Address: Static IP Address is required
- * Apache HTTP Server and PostgreSQL are required for Server installation, please do not setup with different software system to avoid conflict.