

Visitor counters of ViziCounter series + Personal SMS-Based Intrusion Alarm System.

Purpose:	Both counting/forecasting/transmitting and security
For Business:	Shops, boutiques, store chains, supermarkets and shopping malls
For Owners:	Statistics, forecasting, control and protection of remote locations
Challenging	Intellectuality, prices that vary from economy to low, easy and multi-purpose use
Manufacturers:	
Tempting Partners:	Let us create smart systems together!

Why counting visitors?

Estimation of Sales Efficiency

Everybody knows that sales volume directly depends on the number of visitors and the quality of service. The use of counters provides the options of store operation monitoring, remote control of the store, planned indices comparison and different affiliate comparison.

Visitor map making

Access to the most recent picture of visits at any time, reviewing traffic peaks and correlating the visitor numbers with internal (actions, promotions) and external (weather, holidays, politics) factors.

Minimization of expenses related to promoters (why should they work if there are no visitors?), optimization and planning the store's work schedule.

Estimation of new store location or sales point potential

Forecasting sales basing on visit statistics.

Sales area management

Advantageous positioning of goods and item categories.

Differentiation of areas and rental fee.

The tool for attracting investments and image growth

Statistics.

The indicator of solid and technically advanced trade enterprise

Improving security level

Making additional entrances open/close, turning escalators on/off;

Operation in counter/protector modes.

Remote notification of the owner/guards in case of security mode breach.

Easiness in use and installation

ViziCounter Basic:



The sensors are to be installed on the distance up to 5 m from each other. They are logging all the crossings of the line between them. Features:

- Can be connected to PC via RS232 interface, sending the data on crossings between each pair of sensors in online mode.
- Smart calculation (too frequent crossings and noise pickup are ignored)
- External source of power is not required (power supply from PC USB socket), optionally may be supplied with external source of power
- Connecting up to four pairs of sensors
- "Serial" connection of sensors with a single wire

ViziCounter GSM:



The sensors are to be installed on the distance up to 5 m from each other and from the data transmission unit. The transmission unit includes a common SIM card for mobile data forwarding to central unit/owner's mobile phone/analytical center ViziCounterOnline. The control unit provides the button allowing to switch the counter into protection mode when each crossing in the undue time is reported to owner via SMS.

- Do not require the PC at location, easy installation
- Smart calculation (too frequent crossings and noise pickup are ignored)
- Protection mode
- Connecting up to four pairs of sensors
- "Serial" connection of sensors with a single wire

Visitor logging system ViziCounter Pro

Visitor logging system ViziCounter Pro is intended for analyzing the sales point visitor numbers and marketing events effect.

Visitor logging system ViziCounter Pro is extremely helpful for:

- Estimation of work efficiency per sales point or department;
- Increasing the effect of marketing and other events arranged for raising the number of buyers;
- Estimation of future point of sales prospect;
- Definition of visitor traffic routes and visitor map making.

Visitor logging system ViziCounter Pro consists of **ViziCounter+** equipment and **analytical system**. The equipment logs the number of visitors and transmits the data to analytical system. This transmission could be performed via direct link to PC, or using **GPRS**. *The use of GPRS-based data transfer allows accessing the information on sales points operation from the central office in real-time mode.*

Analytical system is **SQL**-database and **OLAP**-cube. *The use of OLAP technology allows user to receive the reports in most suitable for analysis form.*

Analytical system provides the option to analyze the data obtained from equipment and define the basic attendance indices for the point of sales.

On the base of data transferred by equipment, user can get the following reports:

- Visitor traffic graph for the sales point depending on the time of the day;
- Average visitor numbers for defined time interval;
- Visitor number changes for selected periods;
- Average visitor number changes for selected periods;
- Time of the day when the number of visitor is minimal and maximal;
- Visitor map for the point of sales and visitor traffic routes (if the equipment is installed in multiple departments).

If the information on the number of visitors will be supplemented with data on sales and completed marketing events, it may result in complex of reports that creates the base for analysis of events efficiency. The above complex may include the reports on:

- Percentage of efficient visitors;
- Visitor number comparison for data before and after the marketing events;
- Efficient visitor percentage change after the marketing events.

Additionally, the data from analytical system may be exported to enterprise's information system for further or extended analysis.