



Intellio retail video solutions

Video surveillance cameras have long been monitoring stores to increase security. Video solutions can reduce shoplifting and can be a remarkable aid in investigating potential internal collusions.

In addition to common security applications Intellio's intelligent system can provide statistical and management data to help manage the store with increased efficiency. The store management can analyze these statistical data to make decisions on product placement, size of selling space to be allocated to different products, work assignment and administration, which can yield significant extra profits.

Visitor counter

Using Intellio's system you can evaluate the popularity of a retail store. You can not only log the total number of visitors, but you can also break down the figures to determine the number of visitors to particular areas in the store, such as the most visible places important for marketing.



Intellio cameras can count the persons passing in their field of view, submitting that information to the server for storage. The recorded statistical data can be evaluated based on a variety of criteria. The user may analyze and compare the visitor data of particular time intervals (days, weeks, months). The data can be viewed graphically with graphs and pie charts easing processing, and can be exported to other applications for further analysis.

Either a single camera or groups of cameras can be queried, with the latter allowing for creation of combined statistics.

Visitor data collected with Intellio's system can be used to measure the success of particular marketing campaigns.



Typical customer paths

For effective marketing it is crucial to explore the typical customer paths in a store. Intellio cameras can reveal the traffic flow in stores and represent them visually in a manner similar to "heat maps."

Customer paths discovered with Intellio can aid the management in planning the filling of shelves, while pricing particular shelves and stands can be based on accurate and objective data, which can prove to be invaluable support in negotiations with suppliers.



Detecting long lines

Intellio cameras can detect the formation of untypically long lines at counters or cash desks allowing staff management to immediately intervene. Such information not only makes it easier to assign tasks to staff, but – by virtue of data storage over long time – is also available for post-analysis in order to accurately and objectively determine critical time periods, improve in-house logistics and work shifts for maximum customer satisfaction.



Distance data analysis

Intellio offers remarkable scalability. The system is easy to expand allowing companies with multiple outlets to centralize their data analysis. Data collection takes place at the store location, while querying data for all premises can be managed at the company headquarters.

