WE ARE...

A global **360-degree visitor analytics suite** for physical locations with products installed in more than **100 countries** and **42,000 points** for **900+ customers** including **Samsonite, Samsung, Marks & Spencer, Swatch** and **Swarovski.** We have a dynamic **team of 80+** in our **London, Dubai, Miami, Brussels, Kuala Lumpur** and **Istanbul** offices.

100+
Countries

80+
Team

6
Offices

42,000 +
Products Installed

900+
Customers

250+
Partners

SEPHORA · Samsonite · M&S EST. 1884 · SAMSUNG · BOSCH · swatch

SIEMENS · B&O BANG & OLUFSEN · celcom · PHILIP MORRIS INTERNATIONAL · NESPRESSO · IKEA

THE PROBLEM

Online World

Physical World

Rich Visitor Activity Data
+
Extensive Set of Tools
=
Optimized Outcome

THE SOLUTION

Analysis and Optimization

INPUT

Ultima AI Sensors

Wi-Fi

Weather

Staff

Campaigns

POS Devices

Business Intelligence Platform

OUTPUT

Automated Reporting

Real-time Alerts

Analytics Recommendations

API

OUR PRODUCTS & SOLUTIONS

We help our customers drive their business growth through visitor analytics.

PRODUCTS

Ultima AI

Business Intelligence Platform

SOLUTIONS

People Counting

Custom Zone & Dwell Time

Demographics Age & Gender

Queue Counting

EVOLUTION OF TECHNOLOGY

Beam Sensors	Thermal Cameras	2D Counters	3D People Counters	All-in-one	Ultima AI

Beam Sensors
- First technology for people counting
- Bad accuracy
- No bi-directional counting
- Susceptible to different illuminance levels

Thermal Cameras
- Second generation of people counting
- Accuracy around 85%
- Problems when +36 °C
- No concrete method to prove accuracy

2D Counters
- Can provide up to 85-90% accuracy
- Highly Affected by lighting conditions and direct sunlight

3D People Counters
- Single function: people counting
- Accuracy levels up to 95%

All-in-one
- 3D Computer vision + WiFi + Bluetooth (All-In-One):
- All in one people counters reaches an accuracy level of 98%.

Ultima AI
- **99.99% accuracy**
- **All-In-One**
- **Plug&Play**
- **The widest FoV**
- **Night Vision**
- **9m Height Sensing**
- **Auto-calibration**

ULTIMA AI

Precise. All-In-One. Plug & Play

Unmatched Accuracy Up To 99,9%
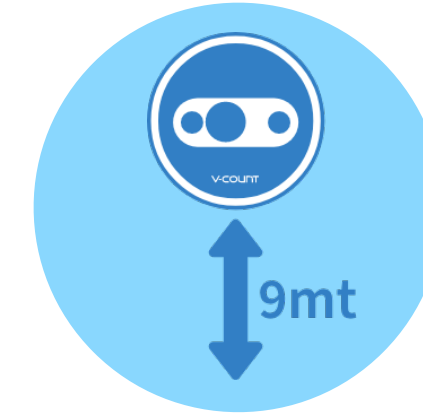
All-in-one Solution

Night Vision
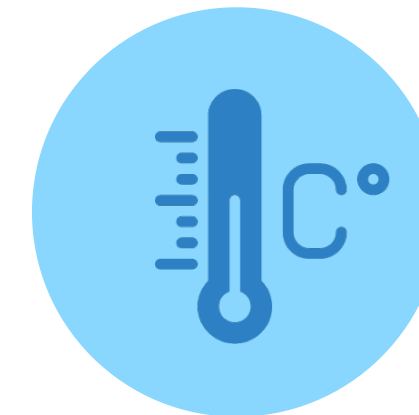
Global Connectivity

The Widest Field of View

The ultimate people counting sensor
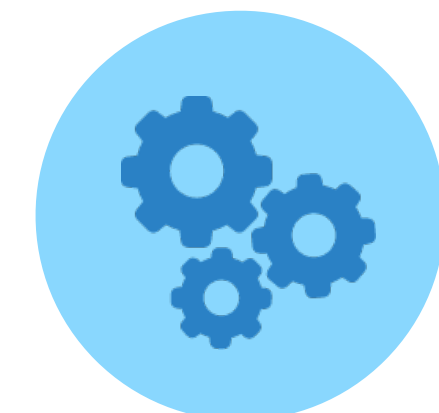
9mt

Advanced Height Sensing Up To 9 m

GDPR Compliance

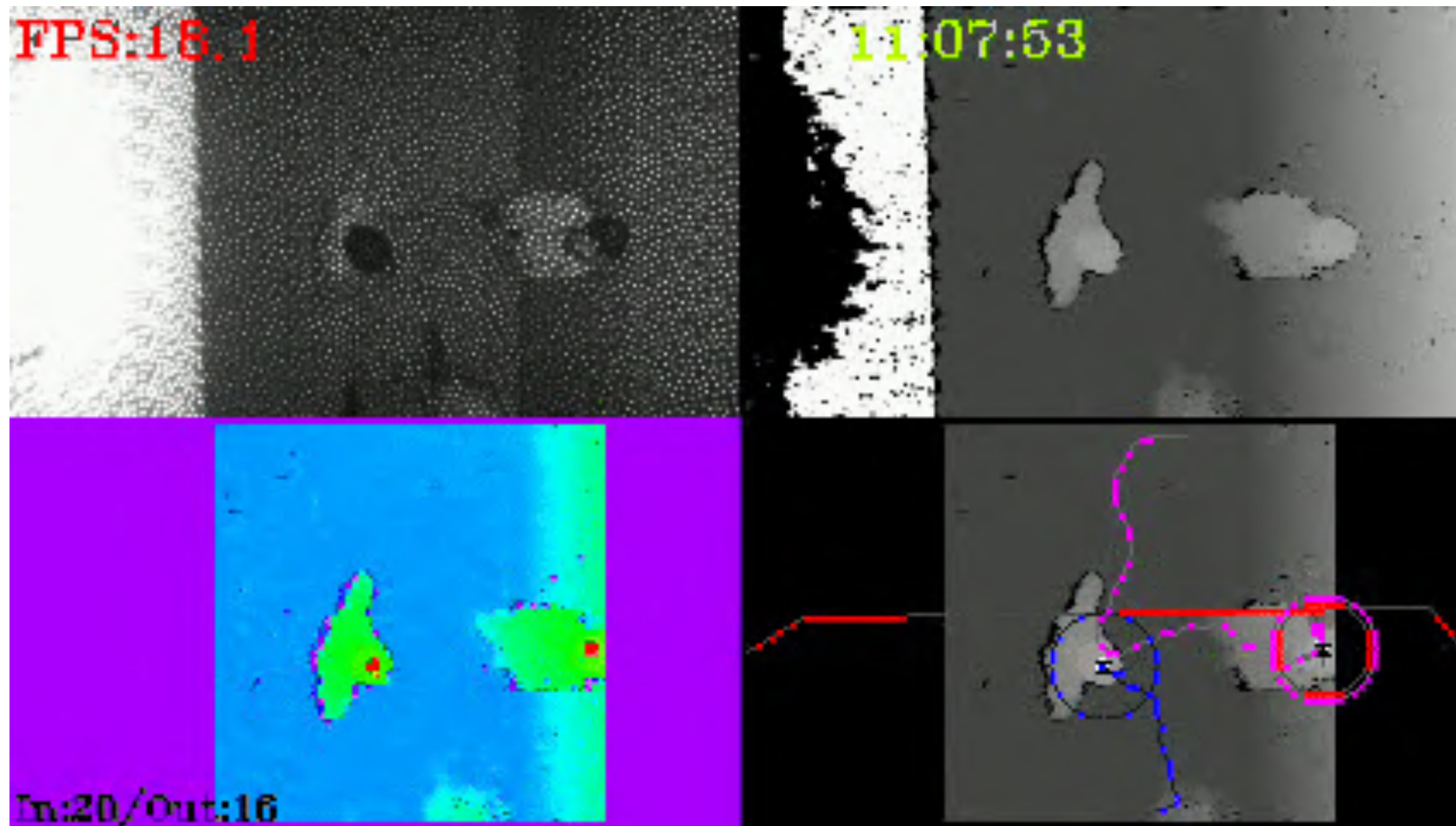Operational capabilities from 0° C to 45° C

Thinnest On The Market

Auto-calibration

ACTIVE STEREO VISION

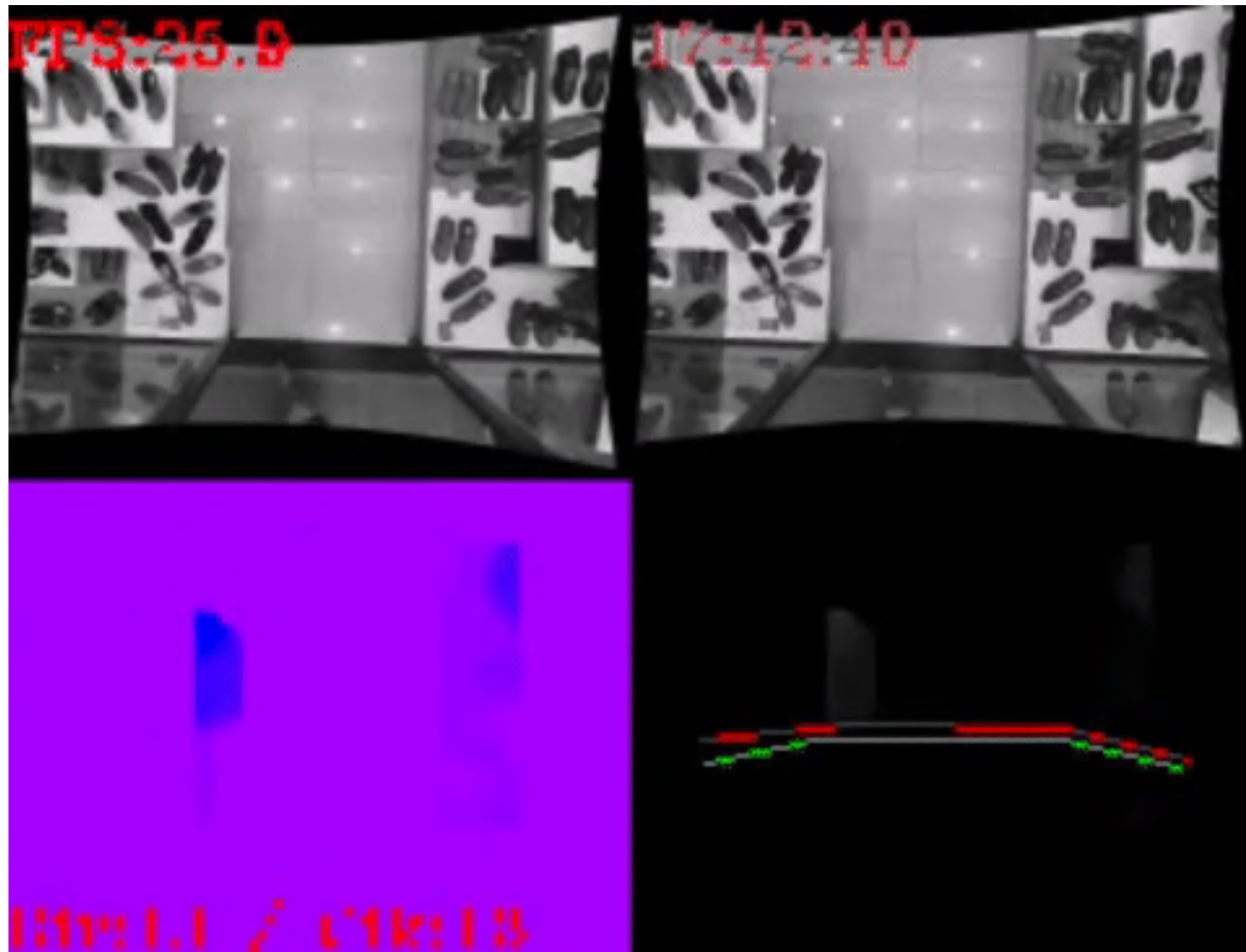Only Active Stereo Vision technology can count in complete darkness.

BOOST CONVERSION RATES

Traffic		Conversion		Avrg. Transaction Value		Revenue
7000 ppl	X	%10	X	$50	=	$35.000

1 point increase in conversion

Traffic		Conversion		Avrg. Transaction Value		Revenue
7000 ppl	X	%11	X	$50	=	$38.500
		+ 1pt				+ %10
						$3.500

10% increase in revenue!

1
PEOPLE COUNTING

Staff Allocation

Optimize staff operations according to your peak days and hours, equal to the number of visitors and their needs.

Real-Time Action

Count the number of people entering and exiting your store, take real-time actions to cater to your visitors' needs.

Conversion & Benchmarking

Compare your in-store conversion rates for benchmarking, locate your highest and lowest performing stores to optimize operations.
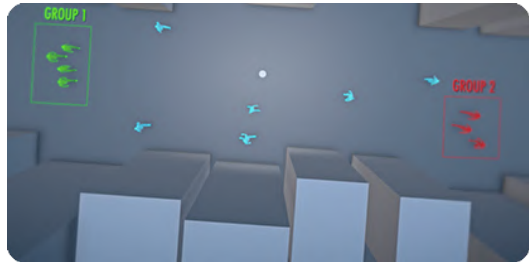
Peak Hours

Discover your power hours to find out which one of your stores generates the most traffic and has the biggest sales opportunities.

1

PEOPLE COUNTING ADD-ONS

Group Counting
Get accurate insights and conversion rate data by counting groups of people moving together.

Child/Adult Differentiation
Count the people with buying power and get accurate traffic data and conversion rates by differentiating between adults and children entering your location.
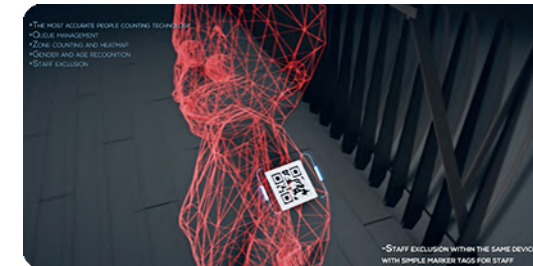

VCare Real-time Occupancy
Monitor your occupancy numbers in real-time and guarantee your customers and employees' safety in line with capacity regulations.

Wifi Analytics
Get accurate data about your dwell time, retention rates, and bounce rates with wifi analytics.

QR Staff Exclusion
Exclude your staff count from your overall visitor traffic data with simple QR tags and get accurate visitor analytics and conversion rates.

Mask Detection
Install V-Count's SDK into your mobile business applications and notify customers in and around your locations about special offers.
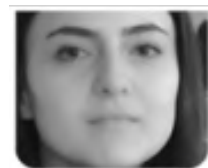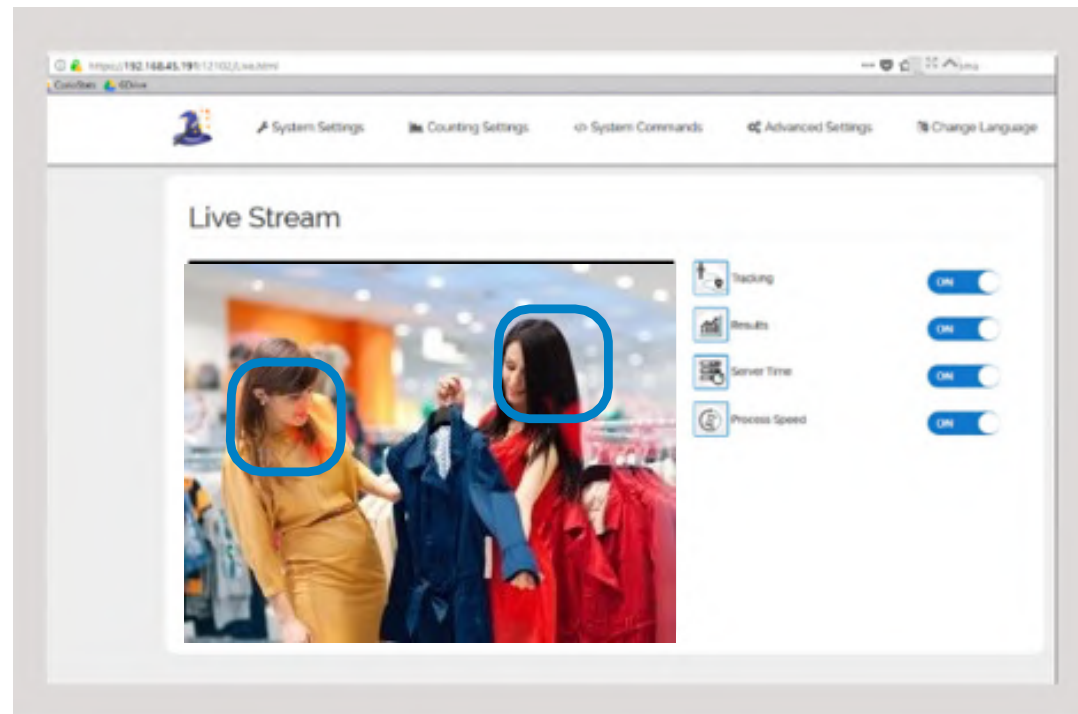

BLE Push Notification SDK
Install V-Count's SDK into your mobile business applications and notify customers in and around your locations about special offers.

Disclaimer: Some of the add-ons presented here are still under development and will be available for orders in phases.
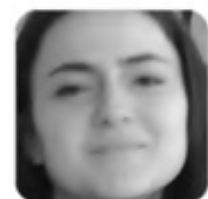
2

DEMOGRAPHICS (AGE & GENDER)

	Age	Gender
	26	female
	28	female

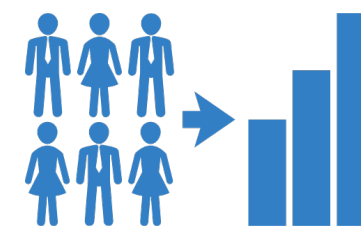**Real-Time Marketing**
Change digital signage in real-time according to the ages and genders of your visitors to boost conversions.

In-Store Optimization
Optimize the design of your store according to the demographics of your visitors.

Merchandising Effectiveness
Choose assortments according to your visitors' gender and age groups and increase business results.

Customer Segmentation
Gain a better understanding of your customers' profiles and deliver a better service according to your age and gender data.
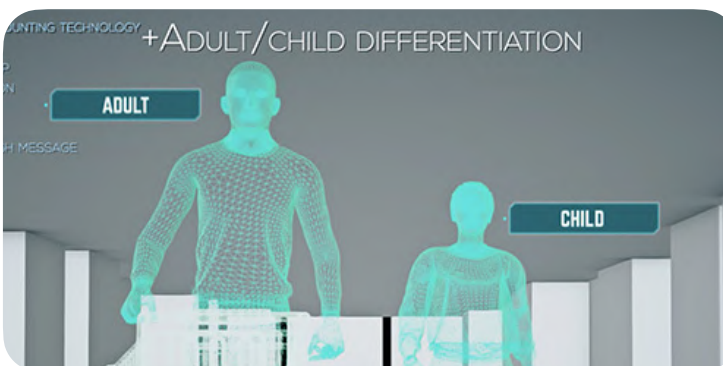
2

DEMOGRAPHICS ADD-ONS

Store Front Traffic

Analyze your storefront window displays' effectiveness on different demographics to improve visuals and attract more customers.

Dwell Time

Compare the dwell time for different demographics to offer a personalized shopping experience and products.
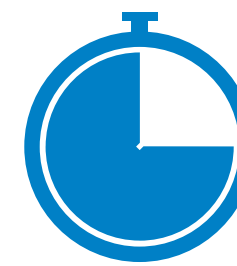

Real-time Demographics

Get demographic analysis in real-time and take immediate actions according to the ages and genders of your visitors to boost conversions.

Disclaimer: Some of the add-ons presented here are still under development and will be available for orders in phases.

3

CUSTOM ZONE & DWELL TIME
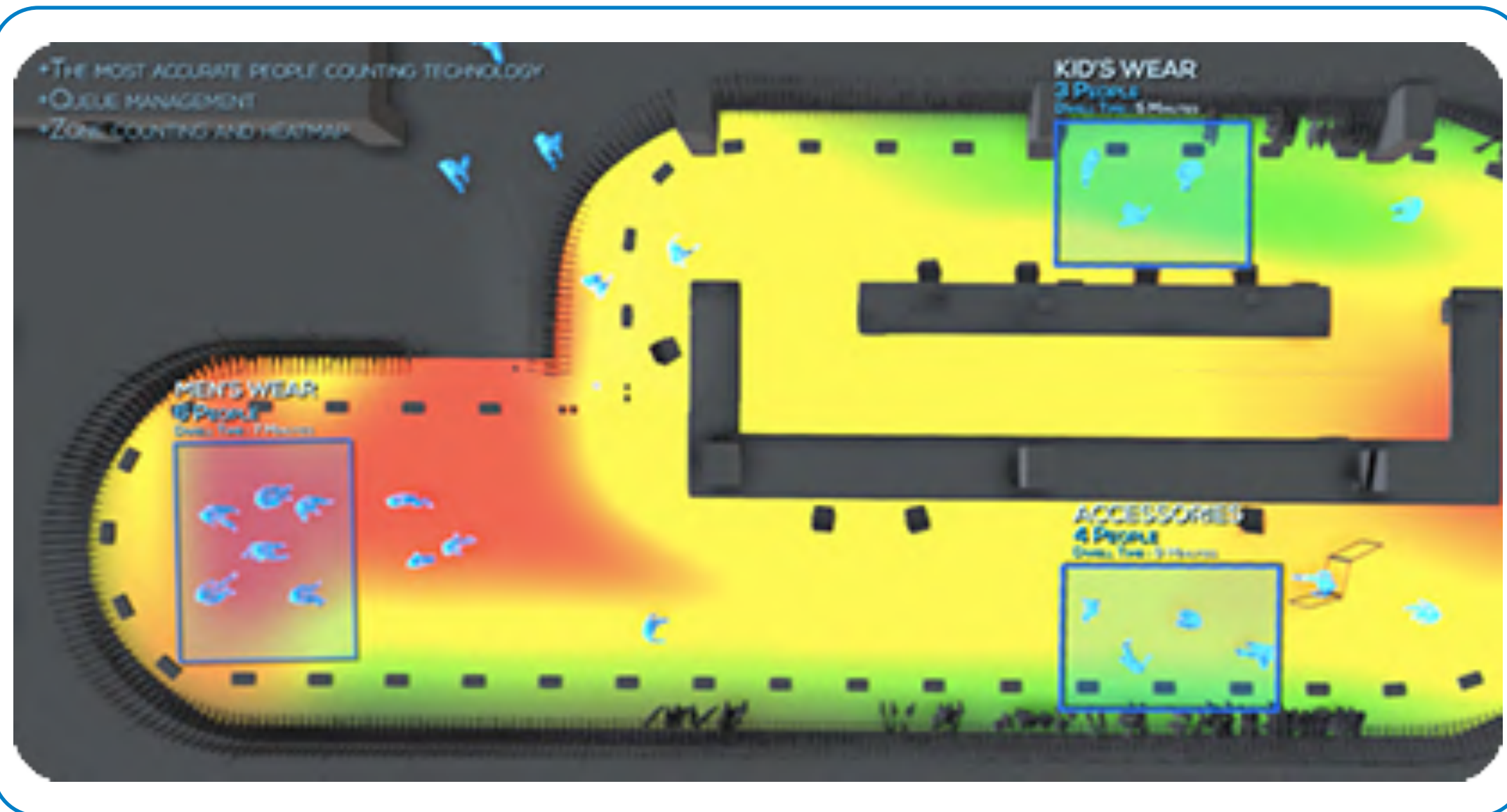
Dwell Time
Compare the time spent in specific zones and the sales rate of different products to optimize placement.

Pricing Optimization
Change the pricing and placement of products according to hot zones.

Merchandising Effectiveness
Place slow-moving products in popular zones to get better business results.

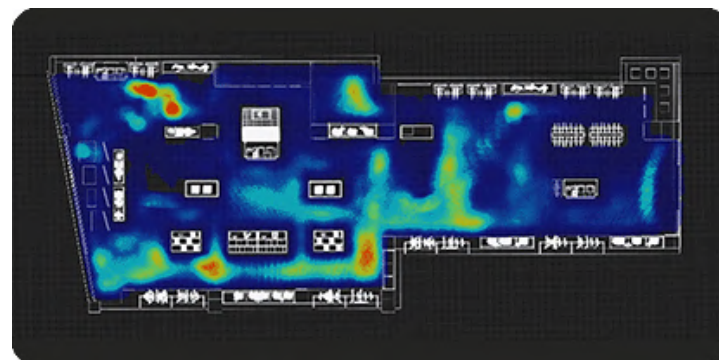# CUSTOM ZONE & DWELL TIME ADD-ONS

QR Staff Exclusion
Exclude your staff count from your visitor traffic data for specific zones with QR tags to get accurate visitor analytics and conversion rates.

Heatmap
Understand your customers' behavior with heatmap analytics and optimize their path to purchase.

Real-time Social Distancing
Get notified in real-time when social distancing recommendations are not followed inside your facilities and take immediate action to ensure safety.

Visitor Flow
Monitor your visitor flow within specific zones inside your store to understand what attracts your customers and increase sales.

Disclaimer: Some of the add-ons presented here are still under development and will be available for orders in phases.
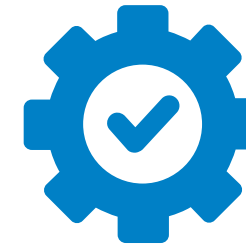
4
QUEUE COUNTING

Staff Allocation

Allocate staff to decrease queue lengths and minimize basket abandonment.

Optimize Service

Determine the service times of staff members and increase the quality of in-store service.

Eliminate Abandonment

Keep your customers' queue waiting time to a minimum level and reduce your abandonment rates.

4

QUEUE COUNTING ADD-ONS

Dwell Time

Minimize the time your customers wait in queue at checkouts to improve the customer experience and encourage spending.

Abandonment

Keep your customers' queue waiting time to a minimum level and reduce your abandonment rates.

Real-time Queue Counting

Measure queue lengths and act in real-time with the help of push notifications.

Disclaimer: Some of the add-ons presented here are still under development and will be available for orders in phases.

OUR BUSINESS INTELLIGENCE PLATFORM

360-DEGREE VISITOR ANALYTICS SUITE
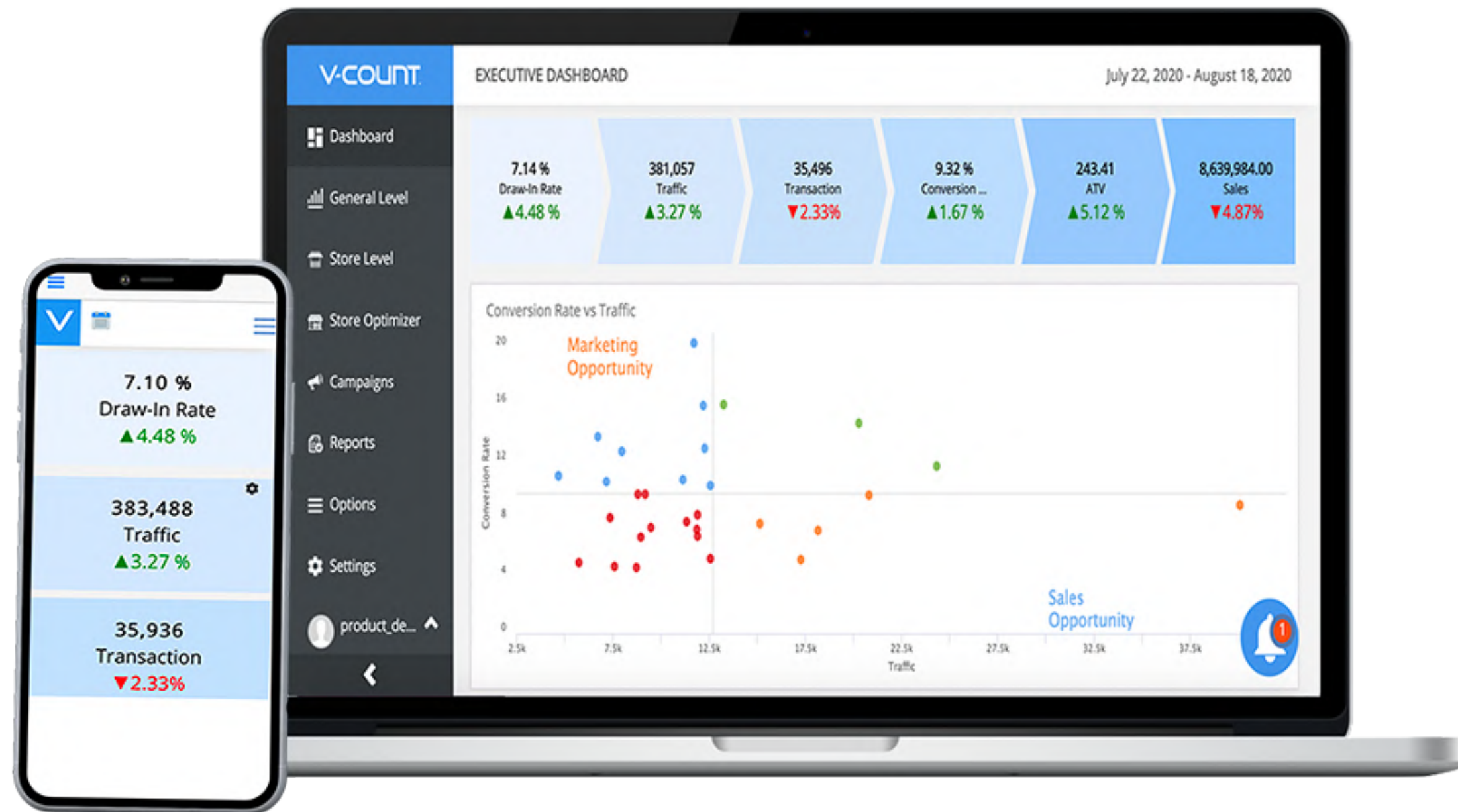
- Cloud-based (AWS, Azure)

- High integration functionality

- Customized dashboard screens based on hierarchy

- Device agnostic

- Campaign analytics tool

- Can integrate with online store data and compare online vs offline data side by side

- Customized interfaces for Retail, Duty-Free, Mall & Zone Occupancy (Convention center, Lounge)

- Instant automatic tailored reports in pdf, excel, and API formats

- Available in-app for iOS & Android

- Available in 15 languages

BIP FEATURES

TRAFFIC DATA
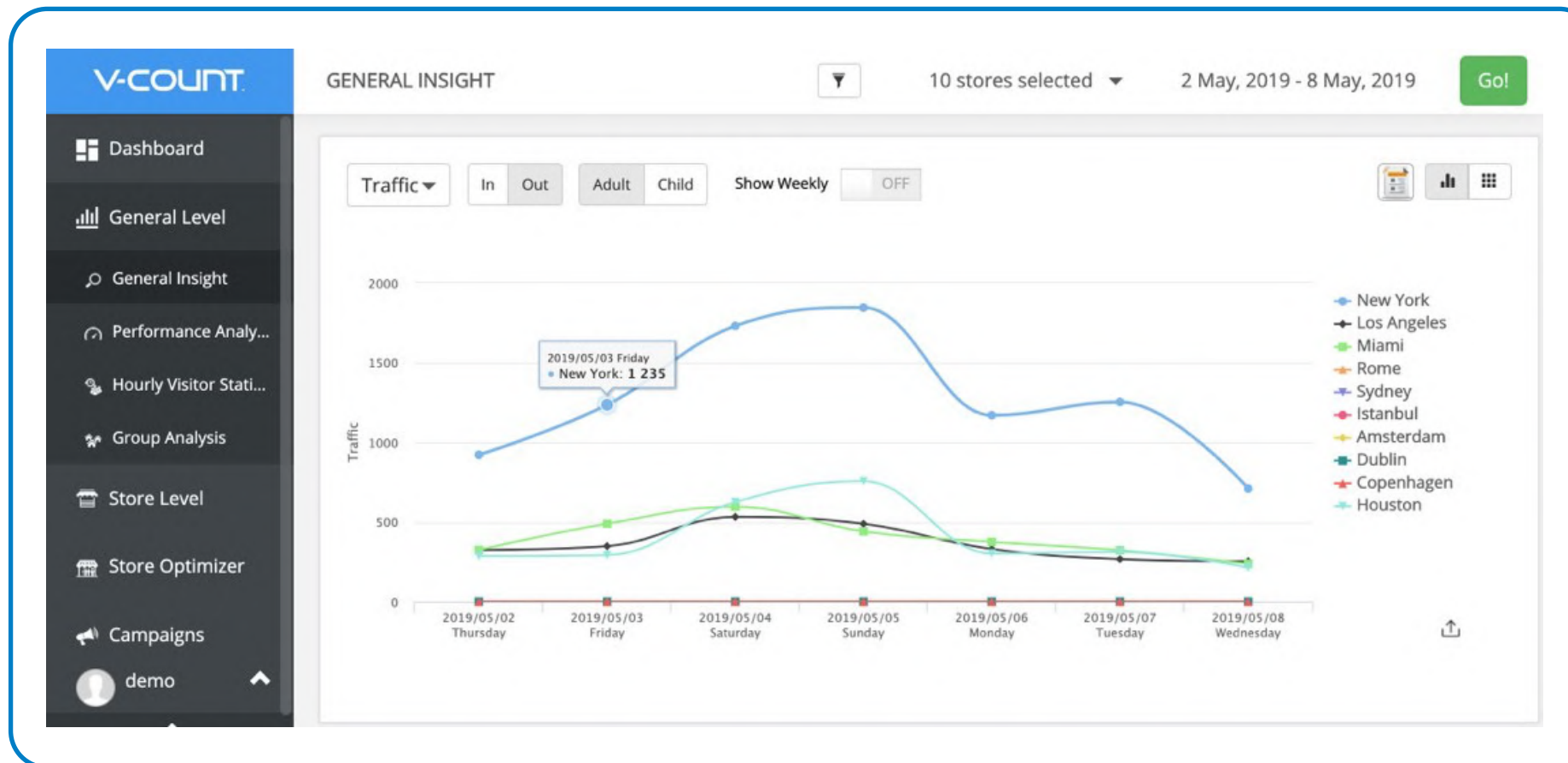
- Understanding visitor traffic is a crucial metric that provides managers with insights into the performance across various stores and allows them to compare and improve.

CONVERSION DATA

- Get insights into group conversion rates and differentiates between individual vs. group visits to get a more accurate overview of your store's performance.

BIP FEATURES

STORE OPTIMIZER
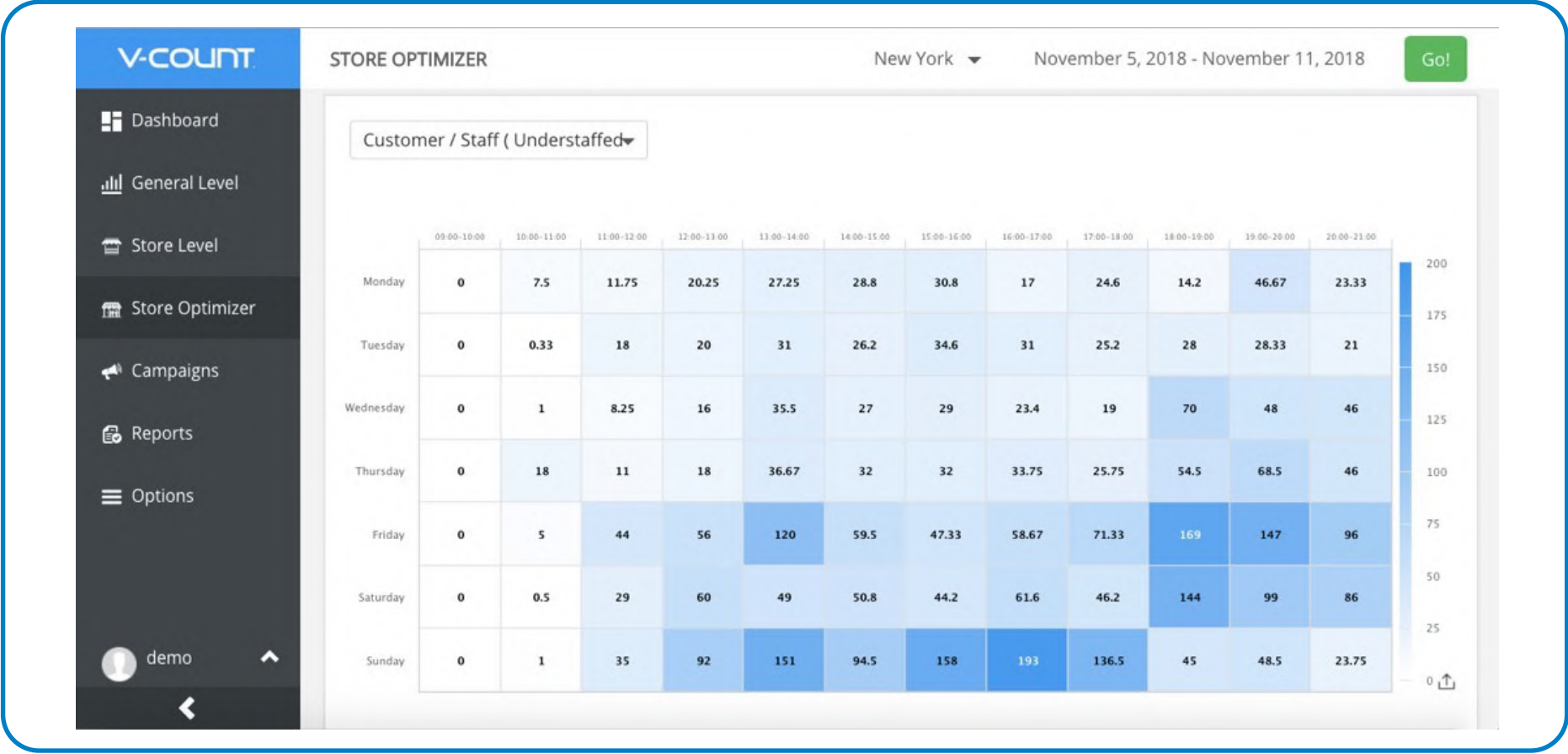
- Overview of customer/staff data reported to you on an hourly basis, highlighting the total number of customers catered to by your staff across the week.

- Dark colors highlight the hours and shifts during which your stores are understaffed. Use it to re-evaluate weekly staff allocations and ensure optimum customer service and experience.

COMPUTER GENERATED RECOMMENDATIONS
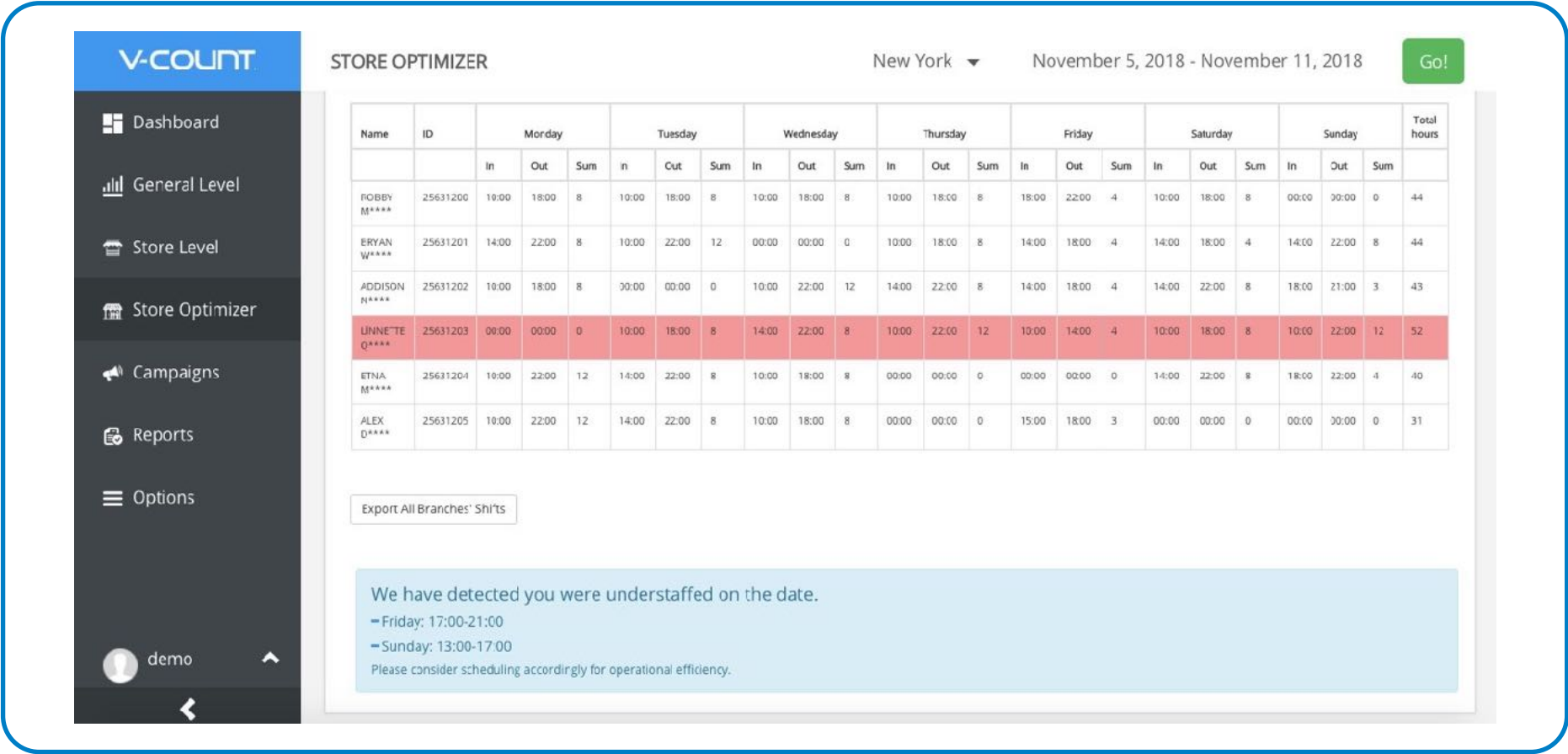
- Estimate the number of staff per visitor, per shift, and per hour, and get an overall view of your staffing status.

- With computer-automated tips, you can ensure the right day-to-day staff allocation for optimum performance.

BIP FEATURES

REAL-TIME OCCUPANCY
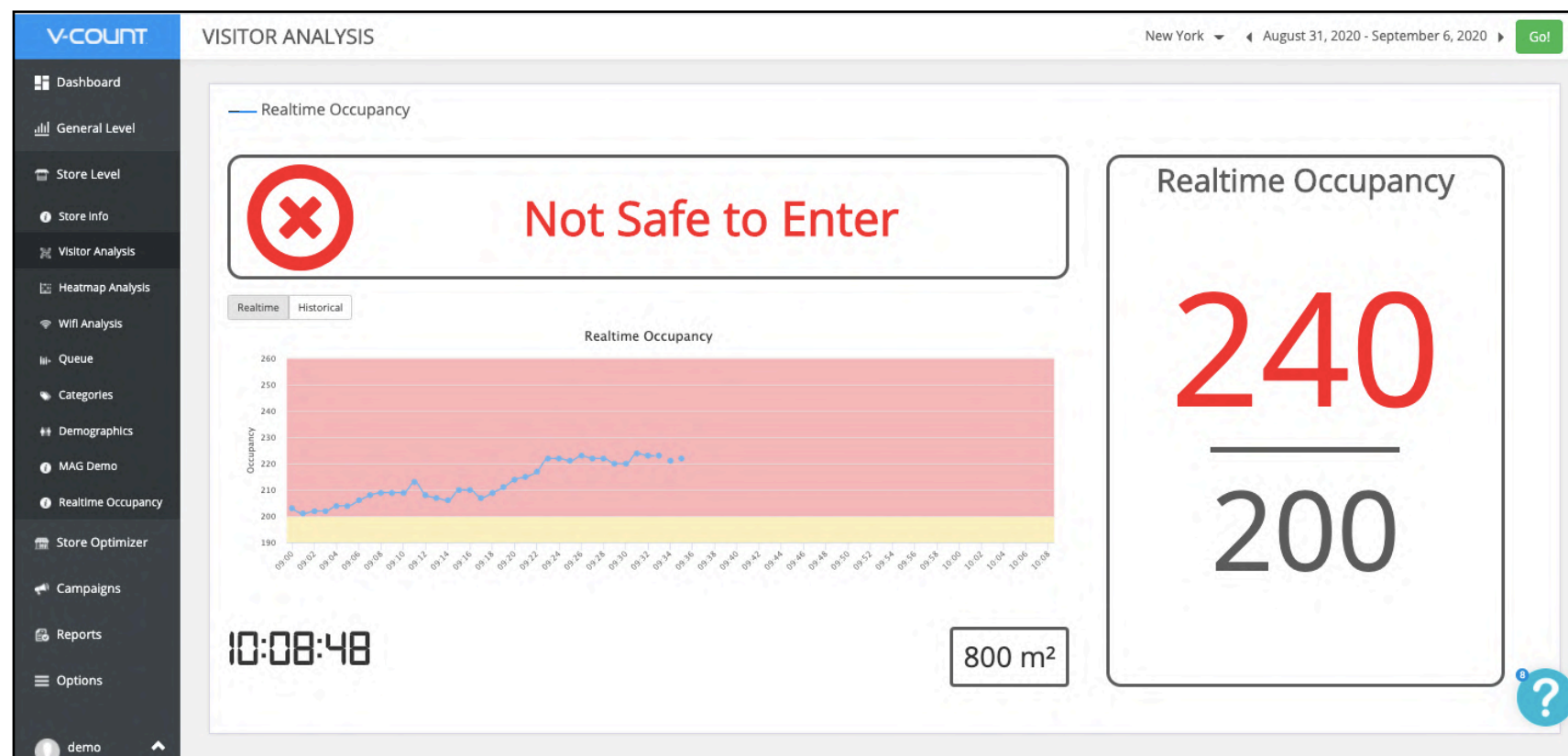
- V-Count's revolutionary real-time occupancy feature enables you to know how many people are in a specific area at any given time. Alerts are activated when the occupancy exceeds a predetermined threshold, which allows you to take immediate action.

- This data is easily shown to customers at the entrances through digital screens, which gives them a sense of safety and reassurance, and allows them to comply with social distancing guidelines.

VISITOR FLOW
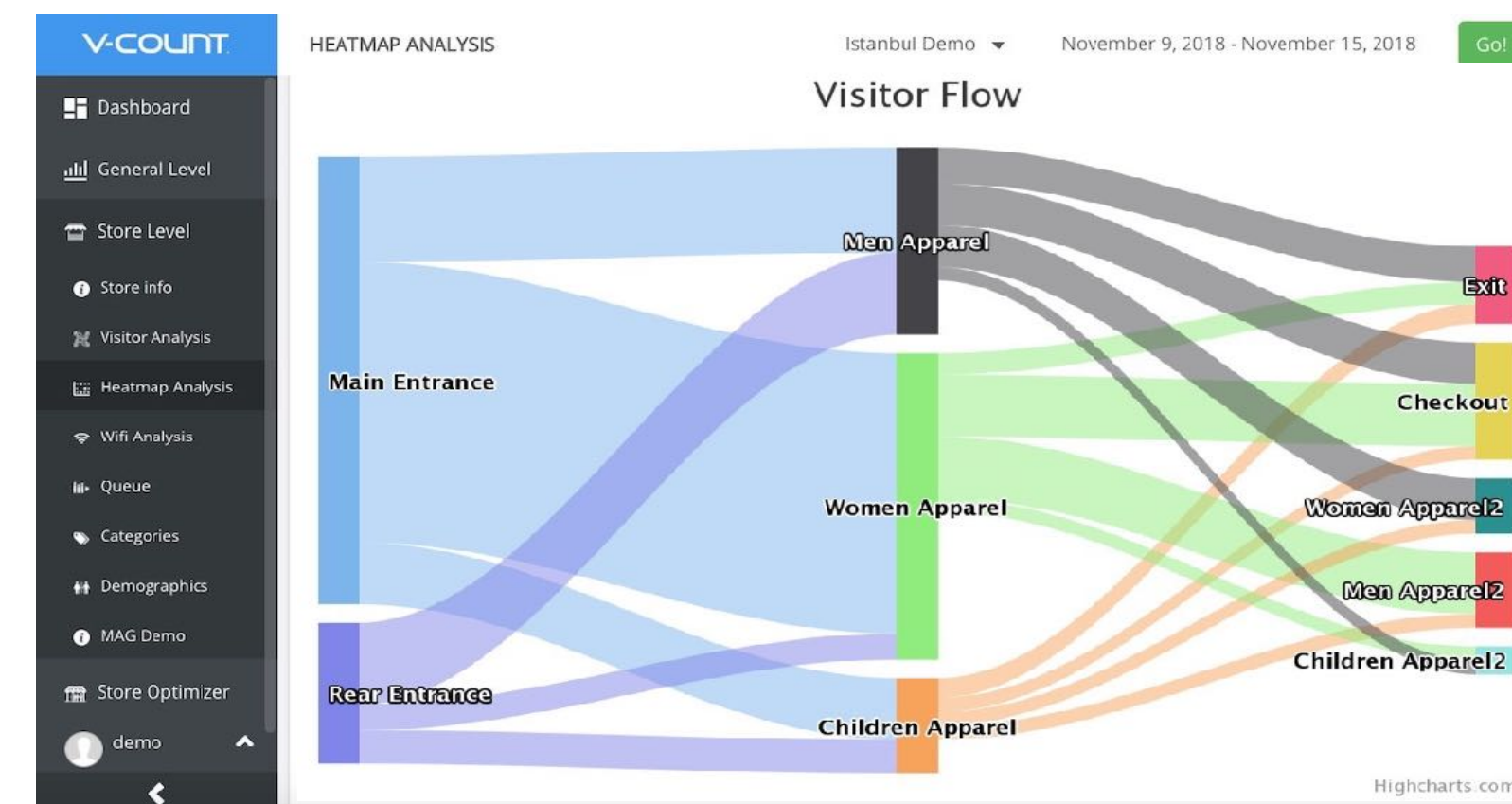
- Visitor Flow insights allow you to identify the popular areas within your space to increase revenue. You can adjust layouts to re-route visitors to improve the customer experience while increasing your profitability.

BIP FEATURES

MARKETING EFFECTIVENESS
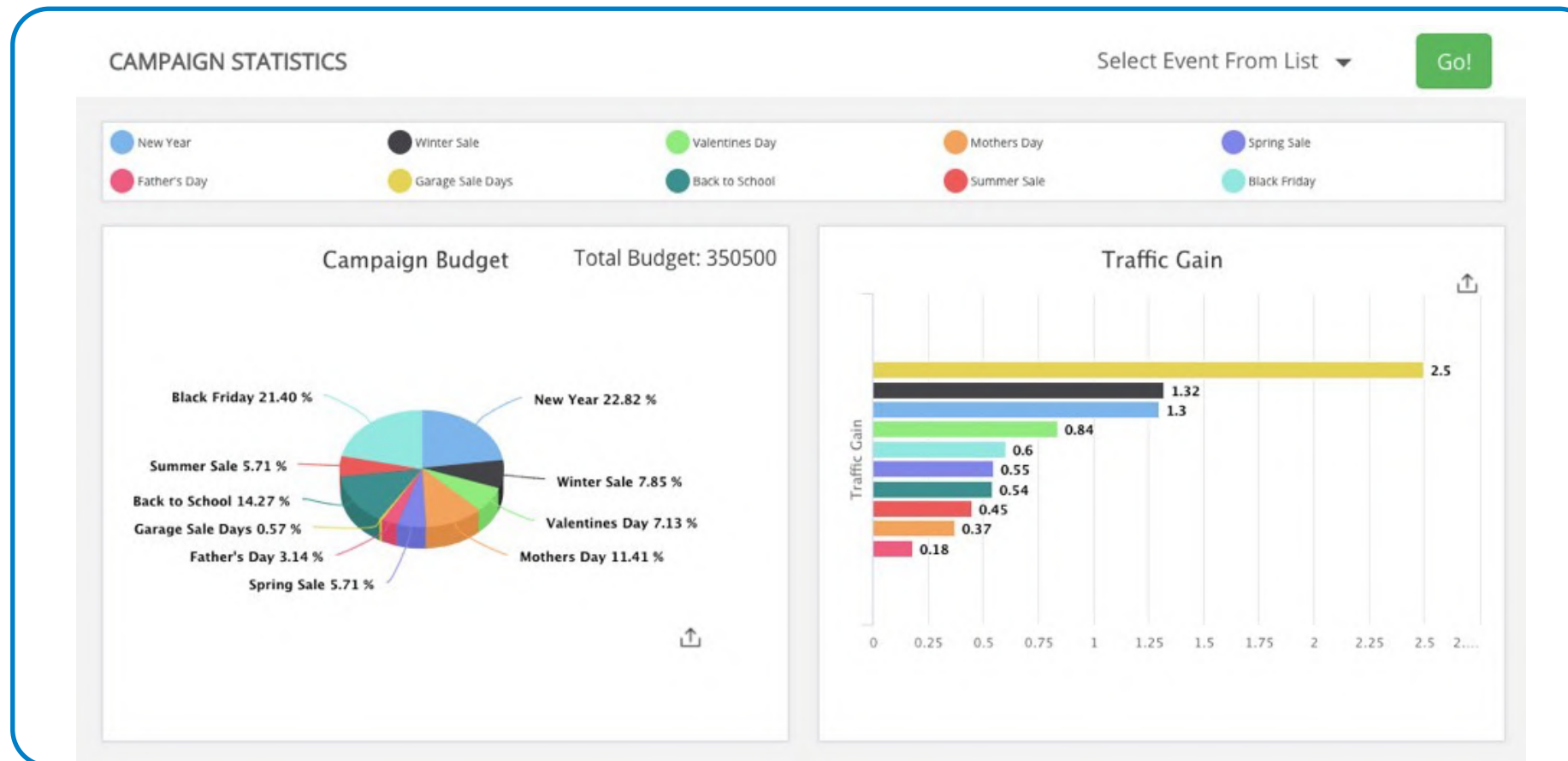
- The marketing effectiveness feature helps you to review all your marketing efforts on a single dashboard. You can compare marketing campaigns and events with different budgets.

- The system automatically shows successful and unsuccessful events to help optimize the campaign budget.

AUTOMATED REPORTING
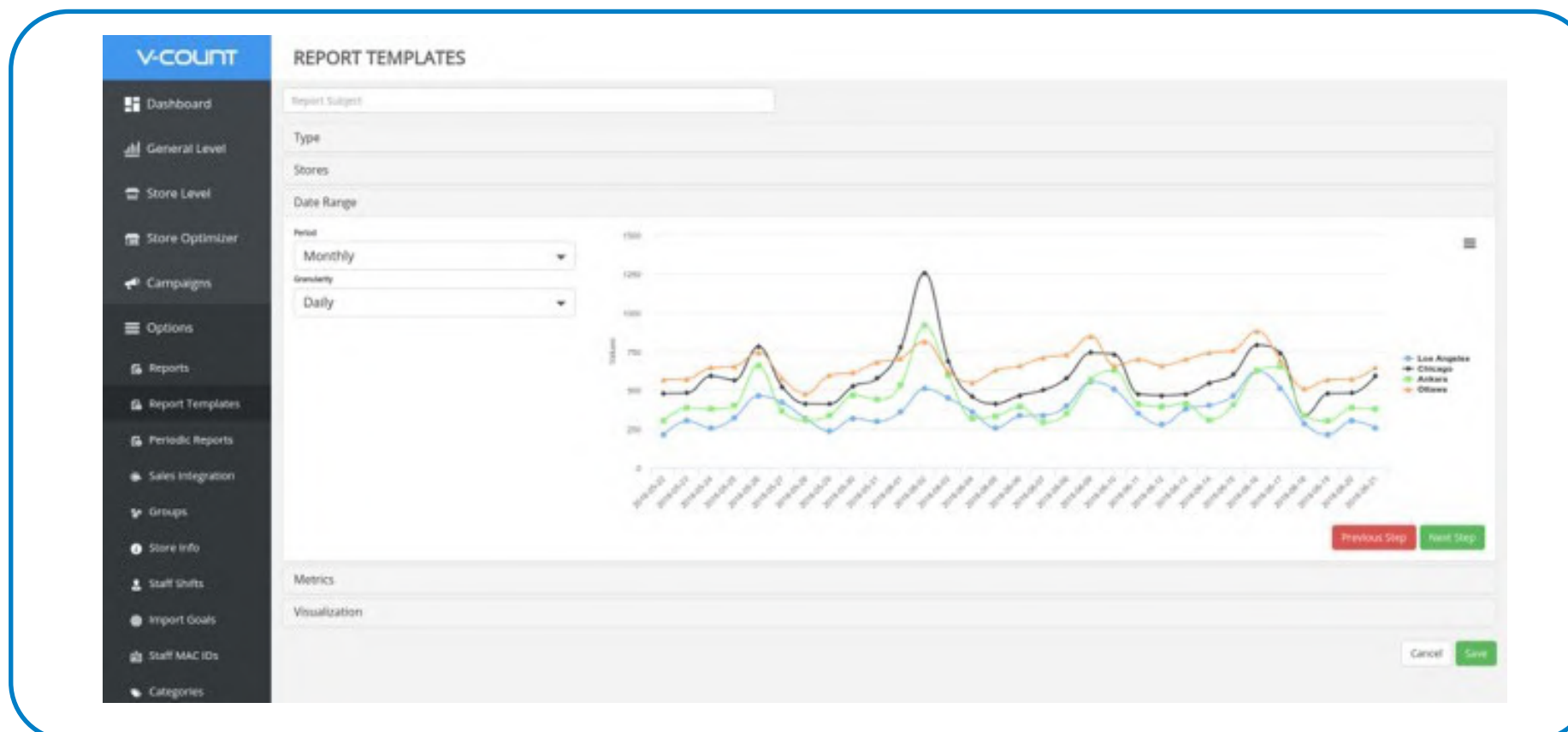
- Get tailored automated reports that are customizable and easy to use, delivered to each employee according to their role and level.

INSTALLATION & SUPPORT
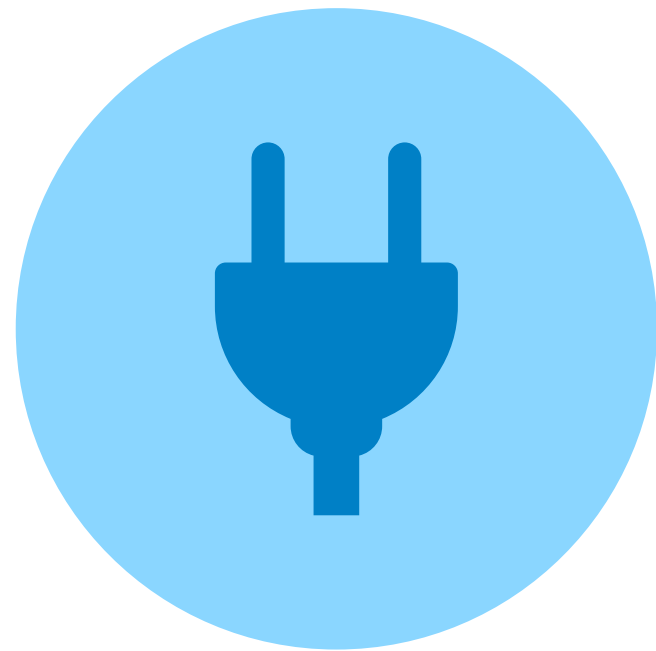
**PLUG & PLAY
MINIMUM 0
LUX API**

**24/7
SUPPORT**

**ONLINE
HEALTH CHECK**

**LOCAL INSTALLER
AND SERVICE
WORLD WIDE**

APPENDIX

CASE STUDIES

Samsonite

İSTANBUL CEVAHİR

CHALLENGE:

Samsonite Group includes a wide range of brands like TUMI, Rolling Luggage, and Lipault. With 250+ owned locations in Europe (city stores, outlets, airport locations, and department stores).
Initial request: To measure «high street» traffic across all countries to get complete visibility of their traffic data in order to analyze if the rent paid per location was justified by traffic.

SOLUTION:

After a smooth and painless on-schedule implementation of our V-Count People Counting sensors in 250+ stores, Samsonite started to measure footfall activity in and out of their physical stores, resulting in a better understanding of customer traffic and peak hours.
With V-Count's Business Intelligence Platform, the company utilized data and got actionable insights. Combined with the rent paid per location, Samsonite was able to make critical business decisions.

CHALLENGE:

Istanbul Cevahir, one of the largest shopping malls in the world with a total floor area of 420,000 m2, draws a vast number of visitor traffic due to the extensive shopping opportunities and the entertainment value it provides.
Istanbul Cevahir needed a trustable technology partner to measure the actual potential performance of the entrances, hallways, and key spaces to increase efficiency.

SOLUTION:

After V-Count solutions' deployment, mall managers were able to reach optimum efficiency within Istanbul Cevahir by measuring visitor traffic in each space, setting the rent of these spaces accordingly, and justifying the value to their tenants.

300+
People Counting

250+
Stores

23
People Counting

CASE STUDIES

UNIFREE DUTYFREE

OTIS LIBRARY

CHALLENGE:

With 53,000 square meters of shopping area in Istanbul's New Airport, Unifree Duty-Free is the biggest Duty-Free in the world, offering a remarkable shopping experience. It has no doors to have modern entrances. Although this is very convenient for customers, it complicates the people counting process.

Unifree Duty-Free needed to find the right approach to count the visitor traffic without a trade-off to be better informed about their customers, hold a high level of customer service, and improve their operations.

SOLUTION:

After installing 275 people counting sensors, the project was a huge success. Key Performance Indicators obtained through our cloud-based Business Intelligence Platform enabled Unifree to make informed decisions, such as optimizing their staff according to occupancy rates, enabling the company to increase its conversion rate, and increasing average basket size.

CHALLENGE:

Libraries and museums are non-profit organizations that don't generate a lot of revenue. These types of facilities rely on government funding. They have to justify their funding needs and present statistical data to have access to resources.

SOLUTION:

This is where people counters come in handy to produce accurate reports of the number of visitors/patrons who enter the libraries or museums daily, weekly, monthly, or yearly. This information can then act as foundation metrics for the libraries' labor, budget, and service requests while combatting increasing financial pressure.

600+
Solutions

8
People counting

CASE STUDIES

Celcom

CHALLENGE:

Celcom is the oldest mobile telecommunications provider in Malaysia. Celcom needed to track traffic and conversions to give a better picture of how individual stores are performing. Sales figures alone weren't enough to understand the whole picture of store performance for future planning and growth. A second challenge for Celcom was increasing conversion rates and revenue.

SOLUTION:

V-Count installed its people counter solution in 59 outlets and set up the data processing and reporting system through one rollout. Monitoring traffic and conversions has given the company a more accurate view of store performance. V-Count's Business Platform has given the company invaluable store performance insights, enabling them to create a stronger and more responsive operation model.

Celcom also integrated real-time occupancy to change in-store music according to traffic; If Celcom reports a peak in sales, it can look into the songs playing during that time period and replicate this music genre to encourage increased revenue.

100+
Devices

59
Stores

BENU

CHALLENGE:

Benu Pharmacies wanted to have an overall view of countries' performance, focusing on traffic and conversion rates. First on a group level, then on a country level. The group needed to review each store's conversion rate individually and identify rising stars and poor performers in specific geographic regions and other stores.

SOLUTION:

Following the implementation of V-Count's people counting and heatmap solutions in +100 stores in Serbia, Hungary, Estonia, Latvia, and Lithuania. Measurable differences have been seen in scheduling and budget efficiency. The most noticeable benefit was identifying top-selling employees, resulting in greatly streamlined operational processes, more efficient staff scheduling, and better use of staff budget.

140+
Devices

100+
Stores

CASE STUDIES

CHALLENGE:

Superbet, the leading casino group in Romania, wanted to understand how many people passing by actually come in to play and evaluate if the store offers the right mix of gaming machines based on the local demographics and interests.

SOLUTION:

After a successful tender, V-Count started to deploy its solutions to all Superbet locations. Using our Business Intelligence Platform, Superbet has been able to benchmark traffic patterns, revenue per visitor, and staffing plan to enable the group to determine the profitable mix of gaming machines based on the visit duration and make the best use of marketing investment by comparing all campaigns results.

100+
Devices

CHALLENGE:

With a capacity of +19,000 people, Pittsburgh Penguins needed to monitor in and out figures at all entry and exit points in their home stadium PPG Paints Arena.

SOLUTION:

Pittsburgh Penguins chose V-Count due to the ease of use and functionality of our cloud-based reporting software (Business Intelligence Platform) and our ability to configure our BIP to meet Pittsburgh Penguins' particular needs.
Following a successful pilot, V-Count rolled out the solutions to cover all entrances, providing the necessary critical insights to ensure compliance with safety Certificates and other legal requirements.

16
Entrance/exit covered

CASE STUDIES

CHALLENGE:

Measuring dealership walk-in traffic is essential for success in the automotive industry. Ford needed an accurate gauge on their marketing effectiveness and the ability to measure and manage each showroom's sales performance, conversion rate, and local marketing efforts. Ford wanted to increase dwell-time. Research has shown that the longer a prospective buyer stays in a car showroom, the higher the likelihood they will purchase.

SOLUTION:

V-Count's visitor analytics provided Ford with occupancy data of +100 showrooms. With this information, showroom managers came up with new ways to increase customer engagement and keep prospective buyers in the room, which increased dwell time by 2 points and sales by 10%. The solutions have also helped Ford measure the customer traffic that accompanies new cars' unveiling and test the effectiveness of new marketing initiatives.

124
Devices

100+
Showrooms

WHY V-COUNT?

People Counting
New generation people counting with the combination of 3D Stereo and IR for highest accuracy.

Real-time Occupancy
A unique solution for monitoring and tracking of customers as they enter and exit a location in real-time.

Anonymous Staff Exclusion/Staff Locator
The most effective employee and store optimization by reporting the locations of the employees in the store in real-time (Patent Pending).

Anonymous Visitor Tracker
Ability to track individual customers as they move around the field of view of one camera to another camera (only solution in the market).

Queue Management
Helping customers with more effective queue (checkouts, control points, passport controls) management in all industries with Queue Prediction, Queue Optimization, Queue Abandonment algorithms.

Demographic Analysis
AI-based analysis helping our customers identify their visitors' gender, age ranges & mood and taking calculated decisions.

Customer Journey Analysis
Analyzing visitor in-store journey through heatmapping capabilities for effective understanding of visitor behavior and identification of attractive areas in stores.

Smart Recommendations
Sending our customers smart recommendations about visitor traffic recommendations, employee scheduling, sales prediction, stock levels, etc. to increase their overall store performance with the use of our AI-based recommender tool.

QUOTES

Bora Yücel / *Head of Retail Marketing*

V-Count is a trusted partner. We have been using V-Count's people counting and retail analytics technology since 2016 in our 70+ stores. We have been continually improving our customer services and profitability in Turkey with the support of the reports provided by their system.

Beyhan Figen / *CEO Sephora TR*

V-count is a reliable partner for Sephora turkey. They have demonstrated significant agility and flexibility and scheduled us within a very limited timetable during our store renovations that impacted half of our network. We believe that the business intelligence platform and solutions provide us with reliable visibility for our business cycles. Their solid and solution-oriented customer service ensures that our needs are met and secures our long-term relationship with them as a partner.

Bart Carbonnelle / *IT Support Supervisor*

We have recently started working with V-Count for many of our stores across Europe. The installation process was smooth, painless, and easy to manage across a wide network like ours. Their support team was quick to respond during the installation period, and I strongly believe V-Count solutions will help us increase our business results in a short time frame.

Muhammed Özhan /
Business & Solution Development Director

After working with V-Count for over 3 years in +1000 stores, they have proven to be a trusted partner, providing us with reliable retail analytics to improve our store operations and performance. We recommend their services and expertise.

QUOTES

Ufuk Alpoglu / *IT Supervisor*

Visitor traffic data is highly critical. V-Count has an agile approach. It provided us the flexibility we needed during the deployment of the system. Now it works with 95% accuracy in all our locations, and the data is transferred into our ERP system via V-Count web services. We include traffic data in all our reports and employ visitor analytics data for all of our sales decisions. We are pleased with the service V-Count provides and seldom experience problems.

Utku Özdel / *Retail Development Director*

We've been working with the V-Count team since 2015 and have been using their professional solutions in our retails stores. With the help of their solutions, we discovered our improvement areas and increased our conversion rates and revenue significantly by taking data analytics-based actions.

**Simon Alzraa /** *Business Analysis Manager*

Since switching from our old provider to V-Count, the traffic data we collect have become more accurate and viable. Another
 benefit we currently enjoy is staff adjustment. By deploying staff more efficiently during peak periods, we have been able to boost conversion rates and business performance.

Dragisa Obradovic / *Assistant to Sales and Ops. Director*

We are getting a lot of useful customer data along with a better understanding of our business. This gives us a chance to improve our quality of service (QoS) and optimize sales.

V-COUNT

Visitor Analytics for the Physical World
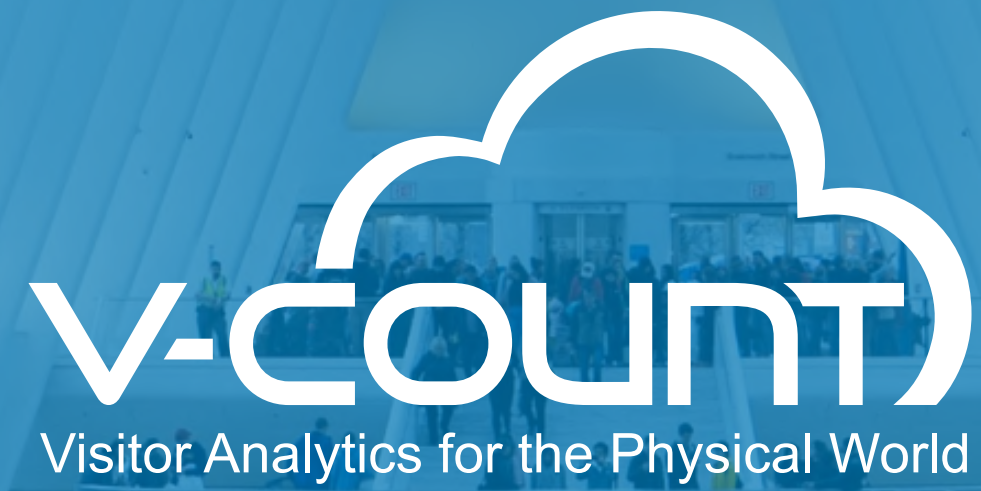
www.wgspi.com

linkedin.com/company/WG

facebook.com/WG