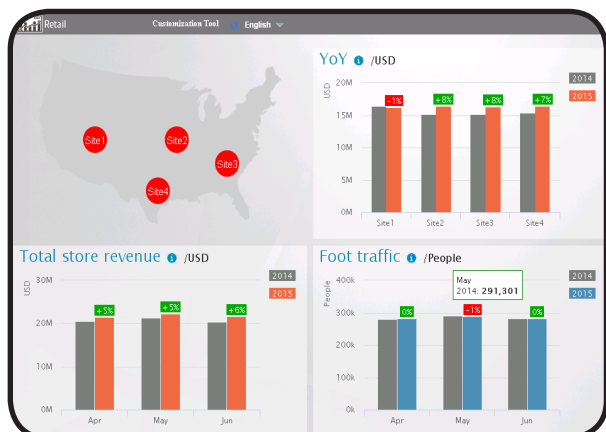


ACTi Retail Application Suite for Business Intelligence



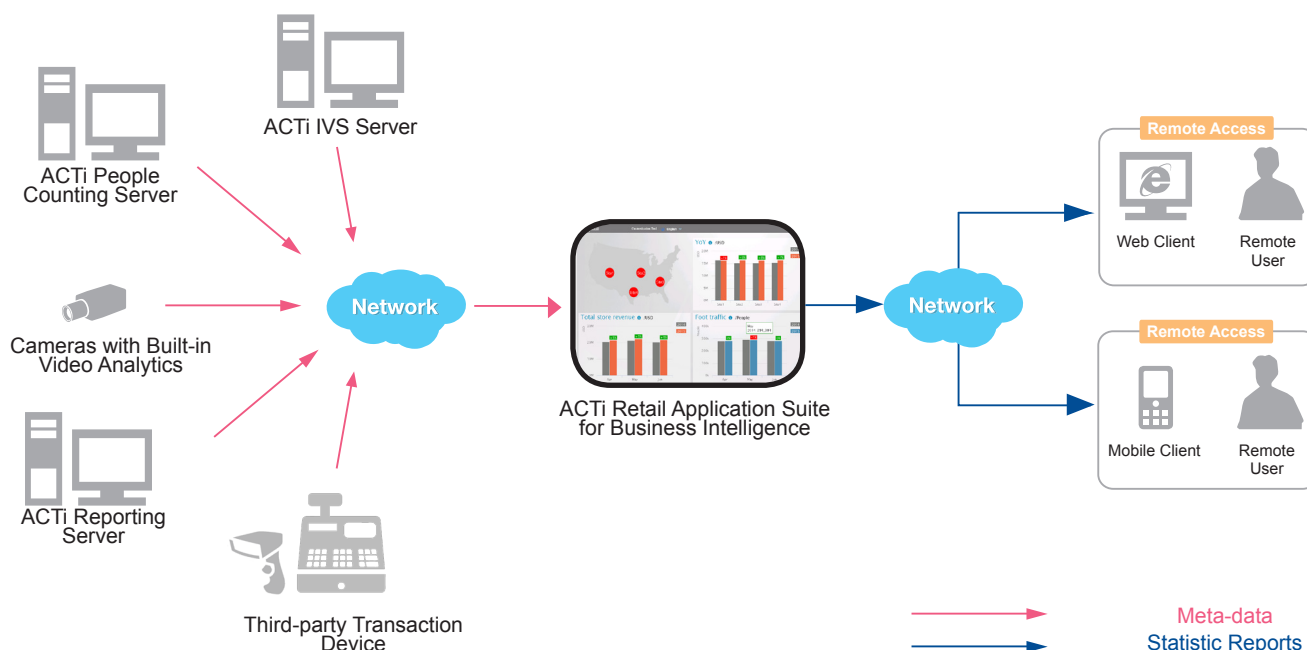
- Combining intelligent video analytic results and product sales records for sales trend analysis
- Fully customized web-based service for retail business intelligence
- Multiple site management for company owner and single site management for store managers
- Email notification of daily/monthly reports
- Third-party API integration for transaction data aggregation

INTRODUCTION

ACTi Retail Application Suite for Business Intelligence is a web-based service designed to aggregate daily data in a store to assist generating interpretable reports to managers for retail business analysis. By utilizing data collected from intelligent video analytic and retail transaction devices, relationship between revenue to traffic flow, weather patterns, customers' profile, and customer's behaviours can be recognized to improve the planning of store layout or promotions in a store. This web-based service is highly customized to store manager's needs and could integrate other third party APIs to enhance the interpretation of data associated with store revenue for ease of decision making.

SOLUTION ARCHITECTURE

ACTi Retail Application Suite for Business Intelligence

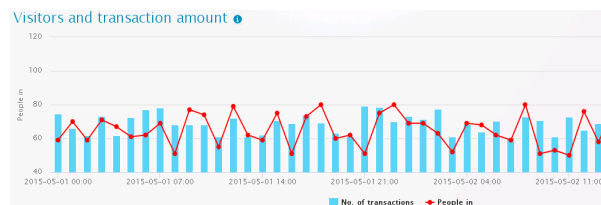


ACTi Retail Application Suite for Business Intelligence

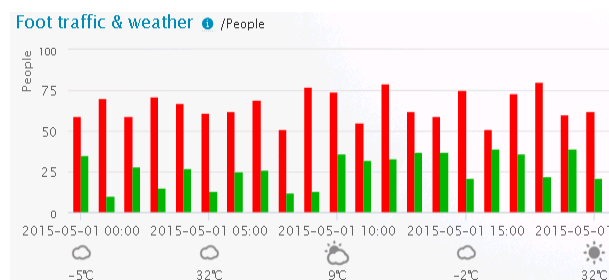
KEY FUNCTIONS



Heat map associated with traffic readings in a store.



Correlation between visitors and transaction amount for conversion rate analysis.



Correlation between people visiting store and local weathers analysis.

PRODUCT SPECIFICATION

ACTi Retail Application Suite for Business Intelligence

• General

Max. Number of Analytical Channels	Unlimited
Analytics Sources	Cameras with built-in video analytics, meta-data from ACTi People Counting Server/ACTi IVS server / ACTi Reporting Server, third-party API
Transactions / Sales Records Sources	Point-of-Sales terminals, user specified data input with predetermined format
Analysis Report Format	Customization based on user's needs for business intelligence analysis

• Management

Monitoring Stores	Intuitive map with store / device icons for multiple and single store management
User Account	Add/edit/delete administrators as company managers and power users as store managers
Permission Control	Add/edit/delete accounts for store administration relationships
Notification	Send Email for daily/monthly report with customized format

• Grouping and Statistics Reports

Store Revenue	Bar charts for Year-over-Year and Month-over-Month revenue grouped by stores or by years
Foot Traffic	Bar charts for monthly visitors traffic from all or single stores
Traffic by Age & Gender	Bar and pie charts for age and gender distribution from all or single stores
Foot Traffic & Weather	Bar charts for correlation between visitor traffics and weathers
Heat Map	Heat flow captured by selected device in one store
Dwell Time	Heated spot captured by selected device in one store as dwell time counts
People Inside Store	Bar charts for number of people staying in a store
Conversion Rates	Bar and line charts between correlation between traffic and transactions

• Report Search and Filters

Search	by date / by hour
Filter	by year / by date / people in and out / customized data type
Live Data Refresh Interval	from 1 to 10 seconds

• System

Language	Multi-language (Czech, English, French, German, Hungarian, Italian, Japanese, Polish, Portuguese, Russian, Simplified Chinese, Slovak, Spanish, Thai, Chinese Vietnamese, Traditional)
User Interface Customization	Based on user request
Host Server Requirement	ACTi Cloud Services as remote host server or Microsoft .NET Framework 4.5 as local host server

• Client System Requirements

Web Browser	Internet Explorer 9 to 11, Google Chrome, Firefox
Mobile Devices	iOS and Android compliant devices