

Advantech UShop SRP-700 Store Traffic Analytics

Helps Retails Increase Sales Potential and Maximize Profit

Advantech's iRetail portfolio of user-centric platforms brings to retailers Digital Signage, eMenus and Store Traffic analysis. The UShop Solution Ready Platform is targeted at the retail industry for optimizing store operation management, increasing shopper engagement and driving business intelligence. Advantech's UShop SRP-700 Store Traffic Analytics solution has a flexible and scalable component model that allows combining optional hardware devices and software to create an all-in-one comprehensive cloud solution for store traffic analytics. Using the platform, retailers can easily evaluate sales potential and establish customer service and marketing strategies for maximizing profit.

Store Traffic

- > Integration of 2D and 3D video analysis technology with POS transaction data
- > Customer traffic data analysis to determine consumer loyalty and purchasing habits
- > Insights into sales/store performance during periods of high/low traffic

Business Outcomes

- > Gain quantitative insight on efficacy of marketing campaigns
- > Establish and modify marketing strategies based on analytics
- > Optimize staff allocation based on traffics trends
- > Increase returning rate and sales conversion rate

Smart Counting Sensors

- > Low cost and easily installed counters equipped with human identification algorithm
- > Over 95% accuracy for traffic patterns of 5000 people or less
- > Shopper intent sensing by analyzing Wi-Fi signal of shopper mobile devices

Key Benefits

- > Guaranteed accuracy even in high traffic areas
- > Traffic and conversion measurement
- > Cross-store performance benchmarking
- > Streamline store layouts to match customer shopping patterns and needs
- > Near real-time monitoring Easy integration with 3rd-party software integration

Store Traffic Analytics Solution



UShop+ Store BI Software Features

Management Center

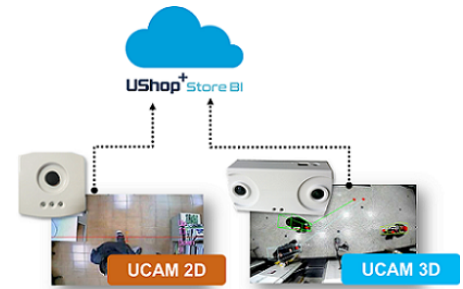
- > Store management
- > User management
- > Device management

BI Dashboard

- > Statistic widget
- > Data investigation
- > User-defined dashboard
- > Cross platform support
- > Data security
- > Third party software integration

Enterprise System Architecture

- > Public and private cloud support
- > Robust redundancy and auto backup



Edge Computing Devices



UCAM 2D

- 2D single lens camera with human head Identification algorithm
- Low cost and easy to install
- Accuracy guarantee –
 - Traffic flow of 1,000 people per hour, ≥95%
 - Traffic flow of 3,000 people per hour, ≥90%
 - Traffic flow of 5,000 people per hour, ≥85%



UCAM 3D

- Stereo camera with 3D depth technology
- High average counting accuracy (95% - 98%)
- Immune to shadow and reflection issues
- Detection on U-turns avoid double counting
- Get object height, width and depth information
- Simple installation and maintenance



Wi-Fi Analyzer

- Sense shopper intent based on analyzing Wi-Fi signal of shopper mobile device within 5- 15 meters
- No Wi-Fi connection needed and no APP installation needed

Ordering Information

Solution Type	Hardware P/N	Public Cloud P/N	Private Cloud P/N
UCAM-2D	UCAM-120A-U01	968SPUSTLO (Annual license fee)	> Max. 25 Channels: 968SPUSTSO > Max. 50 Channels: 968SPUSTS1 > Max. 300 Channels: 968SPUSTS2
UCAM-3D	9680016713		
Wi-Fi Analyzer	968SPUSWLO (Service activation fee)	968SPUSWL1 (Annual license fee)	No support for private cloud

For more information

about how the UShop SRP-700 Store Traffic Analytics with Intel IoT Technology solution could work for you please email us at iot@arrow.com or visit arrow.com/loT

In Person

Please contact your local Arrow account manager or 855 3264757

Online

www.arrow.com/loT

