

Analyzer

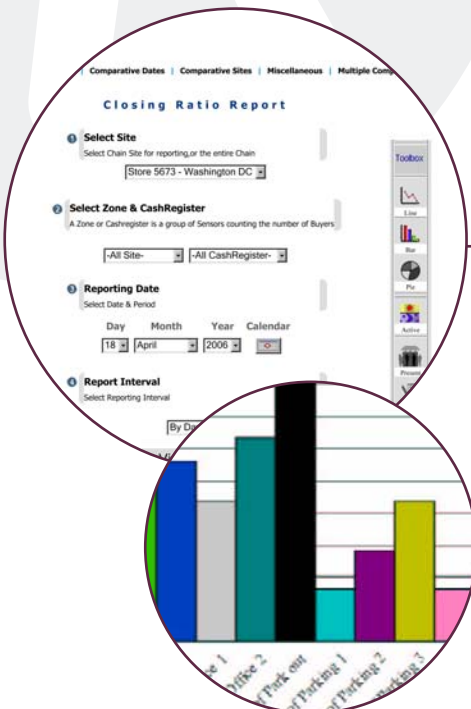
SOFTWARE SUITE

Browser Based Report Generator & Analytical Tool



Applications & Benefits

- ▶ Identifies and tracks traffic pattern ratios in real-time and over a period of time, quickly and accurately.
- ▶ Drill down traffic flows and trends per region or location, daily, hourly and other parameters to obtain an accurate and true picture of customer-business interface.
- ▶ Provides analytical management tools integrating statistics and graphs.
- ▶ Identifies traffic spikes and troughs to optimize conversion ratios, marketing effectiveness, staying time and scheduling.
- ▶ Assures the data security and integrity of the customer's network.
- ▶ Imports and integrates data with other platforms including financials, point of sale, and scheduling thus granting total data accessibility and ownership.



Analyzer Key Features

- ▶ Secure: Located on customer's network
- ▶ Over 150 pre-configured reports
- ▶ Multiple user hierarchy and access security
- ▶ Browser-based for local and remote access
- ▶ Automatic alerts for exceptions
- ▶ System reports
- ▶ Traffic reports
- ▶ Daily reports
- ▶ Comparative reports (time, location, region)
- ▶ Multiple export formats such as PDF, HTML, or text



CountWise

THE PEOPLE COUNTING SOLUTION



Reporting Tools

The Analyzer provides more than a 150 pre-defined reports and graphs in a user-friendly interface. It allows customization per location, reporting period and timed intervals to readily identify opportunities for intervention.

Comparative Reports

The Analyzer can contrast and compare traffic patterns among: Locations, such as sites or regions; Counting zones, such as entry to exit and queues; Time periods, such as activity hours or specific days. It identifies sales conversion ratios, staying time, and staff to visitors ratios.

Integration with 3rd Party Applications

The Analyzer can integrate transaction data from POS or financial applications as well as Time and Attendance information.

Data Management

The Analyzer can place a reporting structure in a hierarchy such as site manager or a district manager to be viewed online. Reports can be exported in multiple data formats including PDF, HTML, Excel and text files.

Security Configurations

The Analyzer can set access authority with passwords for remote viewing by users or by positions such as per site/store manager or regional manager.

System Reports

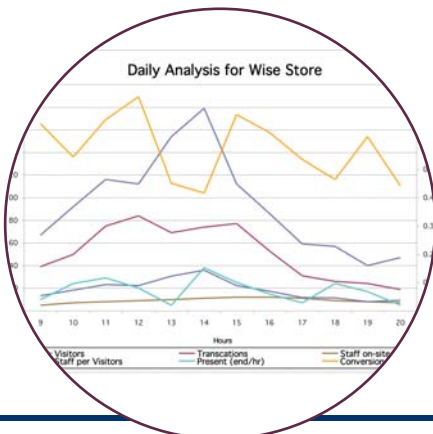
The Analyzer helps to monitor, identify and analyze counting unit activities.

Language Support:

The Analyzer supports global organizations and is available in over 20 languages.

Journal Entries

The Analyzer allows users to add journal entries to monitor the effects of people traffic behavior resulting from events such as special occasions, marketing promotions, or environmental changes.



Server Requirements

Non Dedicated Server or Workstation	Pentium III or higher
Memory & HD	1GB RAM, 100MB install space
Operating System	Windows Server or Workstation 2000 SP4 or higher
Data Base	MS SQL 2000 or higher, or MS Access
Internet Information System	IIS 5.0 or higher