



Helping retail business fight  
**COVID-19**

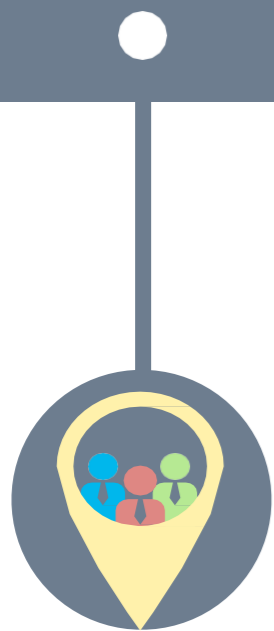
# What is the current situation? Covid-19

Lockdown

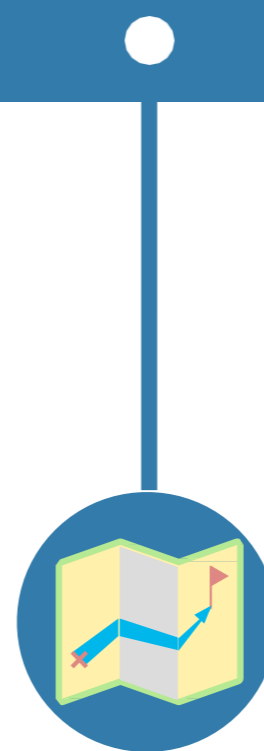
Transition

Long Caution Phase

Normalcy



**We are here**



**Social Distancing**

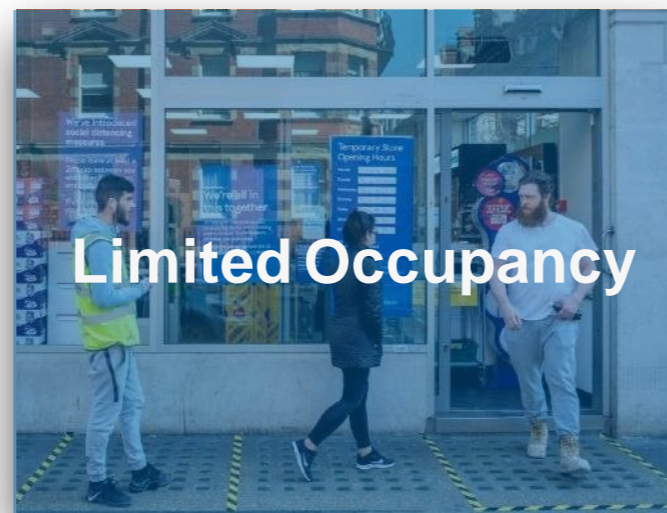
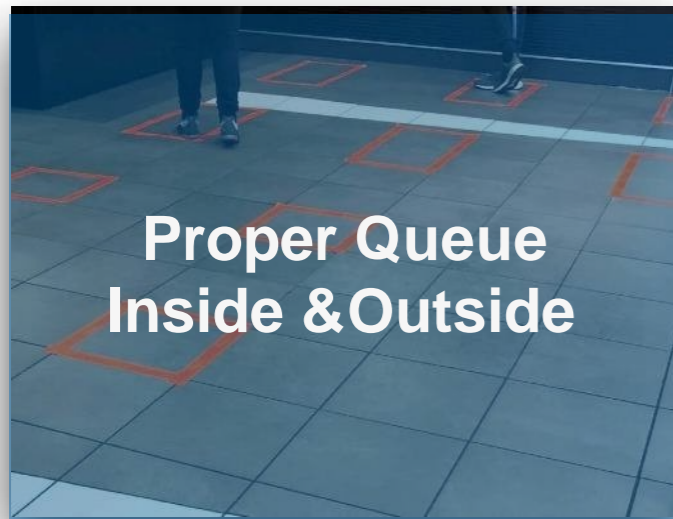
## During Social Distancing

### Customers afraid to visit the stores



## Safe Stores

Customers feel comfortable & safe to visit



# AI Analytics

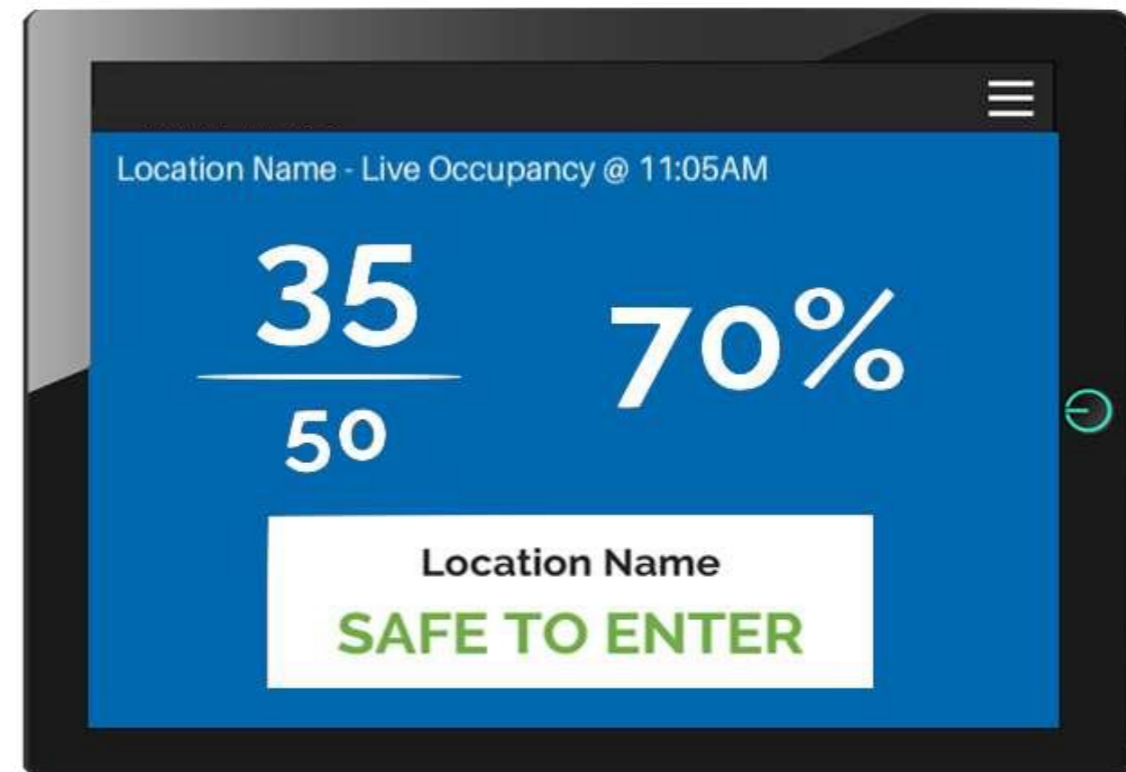
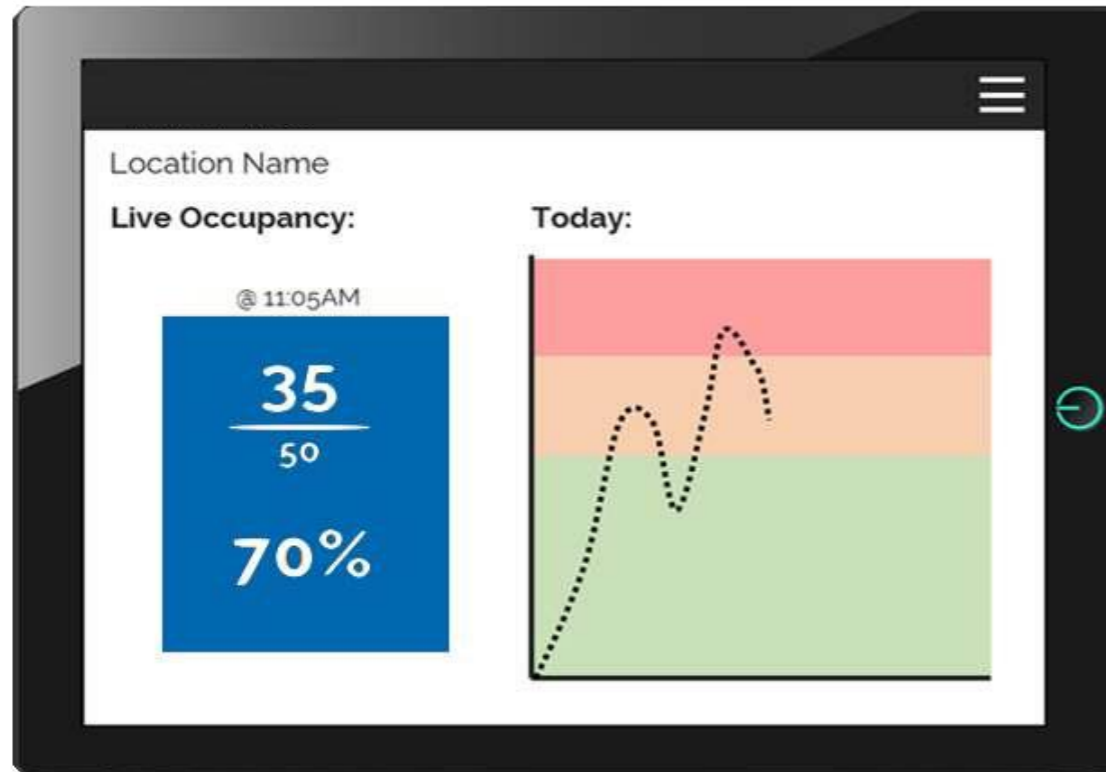
## Ensuring social distancing at your stores



**Our Edge device connects to all your existing CCTV cameras to provide advanced analytics & triggers**

# Covid-19 Solutions(1/4)

## Live Occupancy Count



- Rule based triggers
- Connects to any display screen
- Shopper exit notifiers
- Staff detection

## Covid-19 Solutions(2/4)

# Queue Management - Entry & Billing Queues



### Queue Length Trigger

Notifies if the queue length crossed a defined threshold



### Queue Distance Trigger

Notifies if many shoppers are not maintaining distance in queue

# Covid-19 Solutions(3/4)

## Operations Management



### Staff Safety

**Ensures staff is wearing masks at all times while in store**



### Area Congestion

**Notifies if any area is congested or if a group is formed**



### Movement Protocols

**Ensures flow of shoppers in a pre defined way & in one way aisles**



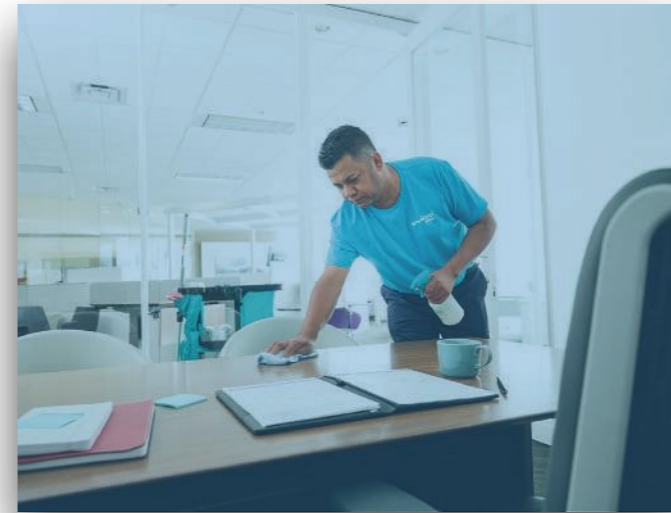
# Covid-19 Solutions(4/4)

## Operations Management



### Distance Maintained

Ensures a 6ft distance is maintained at all times & notifies if groups are formed

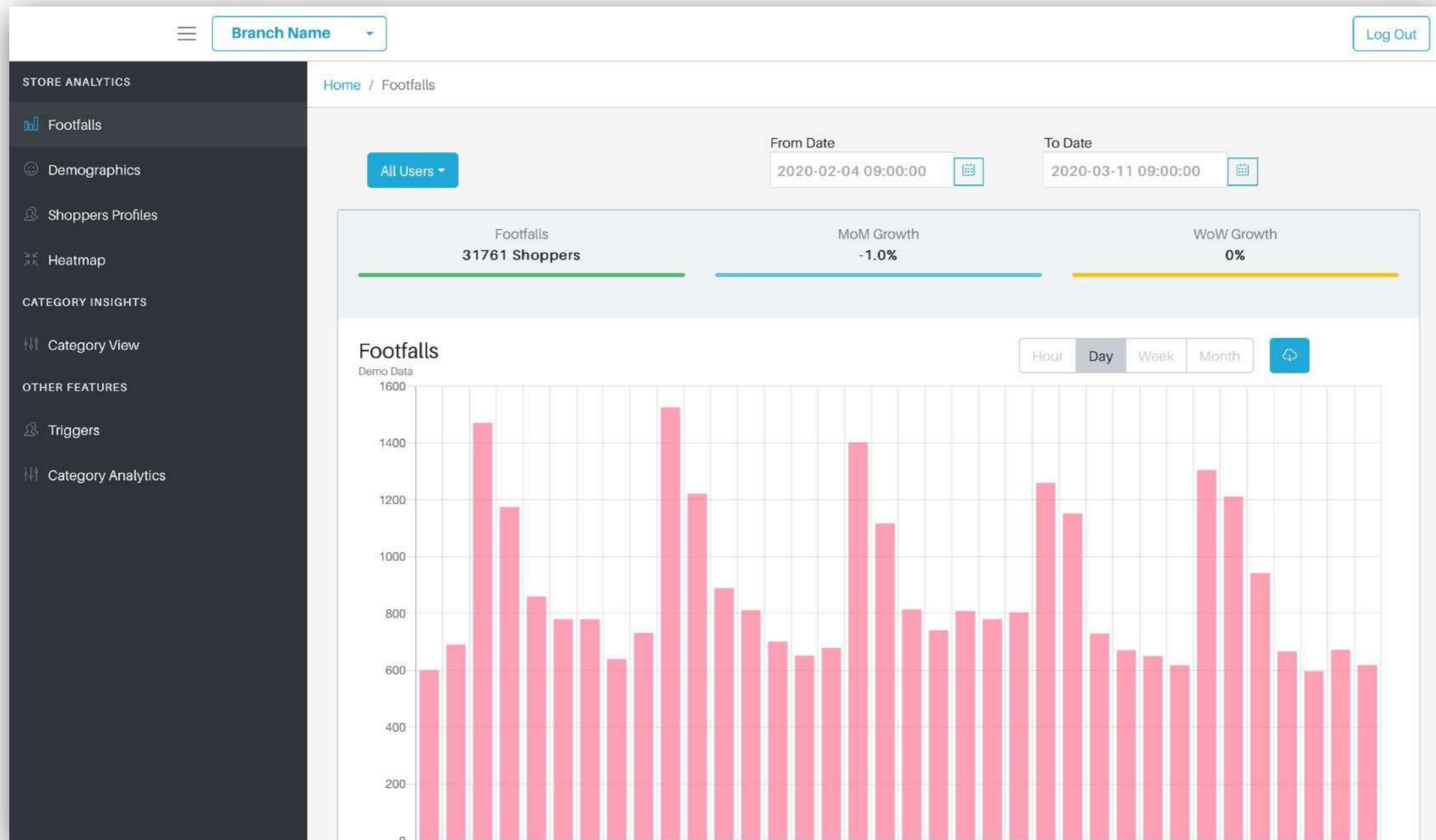


### Cleaning Notifier

Ensures the staff is cleaning all areas regularly with reports

# Where to view the data?

## Dashboard + Email/SMS/App based Triggers



## Security & Compliance

### Best in class

- No video feed uploaded
- AES-256 encryption of all data
- OAuth authorisation
- SSL - HTTPS protocol
- Access control permodule
- Weekly data backups for durability



# Our other solutions

## Shopper Analytics

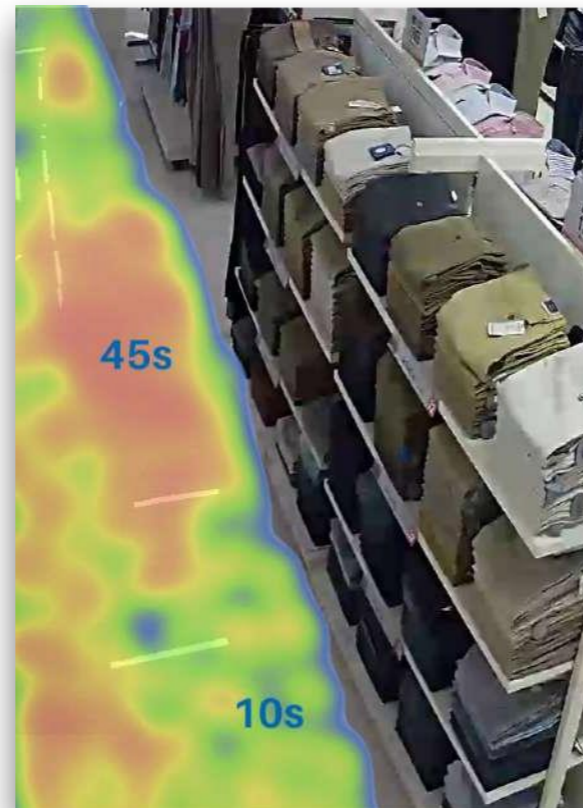
Footfalls, Passers By Age & Gender



Insights & increase in Conversion

## Category Insights

Area Analytics, Heatmaps, Live Capture & Notify



Increase in sell through rates

## Operational Triggers

Automated Occupancy, Queue, Congestion Triggers



Less drop ratio & higher basket size

The new technologies are here  
**Build the future**

**Thank you**

