



**Traffic Insight**  
Version 5



A flexible people counting solution  
meeting the needs of any business



## Traffic Insight meets the demand for fast, accurate monitoring

*Traffic Insight can be tailored for open plan, multi-level or multiple location retail environments, where centralisation of information is a key requirement.*



**Traffic Insight**

### Overview

Traffic Insight collates data from a network of highly accurate sensors and combines this with POS, roster and other data types.

This sophisticated, network-ready people counting system can be tailored for very large, open plan retail environments. However the system is designed to suit all organisations - from one store to a national chain with a global portfolio.

Built on Java EE, Traffic Insight offers unparalleled operating system and database flexibility, supporting all major platforms.

This software is the culmination of a decade of ongoing use, testing and development under the most demanding business conditions and requirements.

### Software

Traffic Insight provides an easy to use interface to create and communicate key organisational performance benchmarks.

A new Java EE back-end translates to enhanced database integration opportunities. Incorporating POS, roster and other data sources creates a rich source of actionable insights.

The Traffic Insight user interface is conveniently hosted in a modern HTML5 compliant web browser. This simplifies installation, maintenance and user access on both desktop and mobile devices.

Usability enhancements across the board offer a more powerful interface that provides more opportunities to gain actionable insights into your organisation's traffic and performance.

The introduction of target lines helps establish target performance levels and communicate when actual performance differs from target levels.

*Effective, relevant management information.*

### Improved Accountability

- Monitor staff productivity
- Optimise advertising and promotions
- Improve return on resources

### Increased returns

- Monitor underperforming floor space
- Improve exposure to passing traffic
- Improve the value of fixtures and building infrastructure

### Optimise Layout

- Determine internal traffic flows
- Monitor effects from design changes
- Determine store 'hot spots'



## of visitor traffic and sales conversion for all businesses.

*Traffic Insight makes it easy to benchmark individual and overall business performance through a web based dashboard.*



### Hosted or Enterprise

### Reliable and Actionable Insights

Beonic now offers Traffic Insight as a complete, hosted service. Your traffic data and analytics are available through the Traffic Insight web portal. This gives you access to all the advantages of Traffic Insight for a low monthly fee.

#### Hosted Benefits:

- Easy repayments
- Funded via operating expenditure
- Easy to use and navigate
- Simple web browser interface
- Includes software support
- Fully managed, reliable and secure hosting and backup
- Accessible anywhere
- Multitude of graphs, charts & reports

Three powerful action areas that retail managers can influence are store, staff and marketing performance. While sales figures are always rigorously recorded and verified, they aren't always the best performance indicator. Visitor traffic and sales conversion figures convey a unique dimension of performance that isn't influenced by discounting, large one off sales and other influences inherent in sales figures. Reliable, accurate people counting metrics are a far superior measure of marketing's ability to drive people in-store and staff's ability to convert them to a customer.

Many successful retailers benchmark sales conversion so they can rate how an individual store is performing. Without a high accuracy people counting solution retailers are blind to the true performance of their staff, stores and marketing.

Working and consulting with Australia's best performing retailers for the last decade Beonic has mastered techniques for streamlining retail metrics and crafting solutions that generate simple, actionable insights to increase retail performance.



## Case Study Snapshot



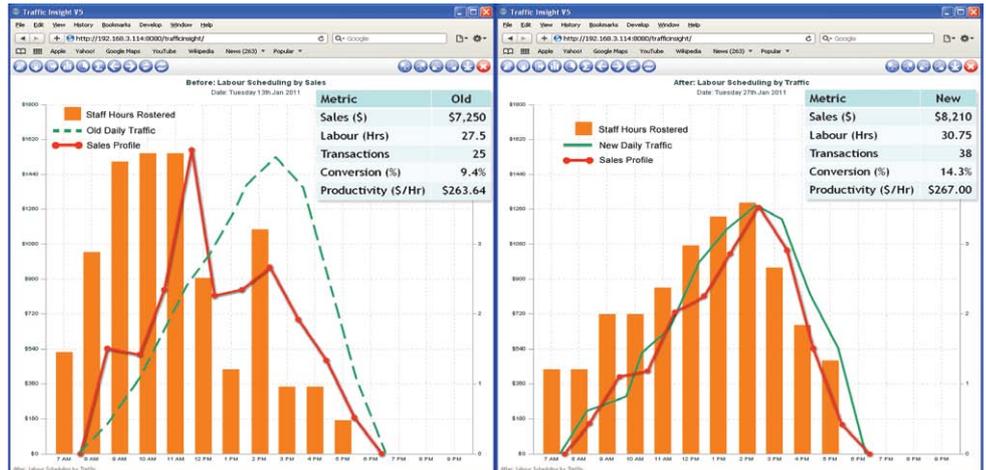
Well known clothing retailer KOOKAI found that the ROI for installing the Traffic Insight system across their 29 stores occurred within a matter of months and sales conversion now features as a core performance metric.

"I think another eye opener for us was peak periods of trade in our business, we used to roster staff according to hourly sales and not traffic and we always thought we were providing best service at these times. We found that we had the right people on at the right days but not necessarily at the right times. So we took a more strategic approach and have made changes in our rostering which has led to an increase in conversion rates and an increase in sales which we are extremely happy with".

- Kate Cruickshank, National Retail Coordinator, KOOKAI.

### BEFORE: Labour Scheduling by Sales

### AFTER: Labour Scheduling by Traffic



For more real stories about the value of people counting metrics and systems visit: [www.beonic.com](http://www.beonic.com)

- Best in Class Accuracy and Reliability
- Analyse Sales Conversion
- Java EE and HTML 5 Compliant
- Database Independence
- Sensor Agnostic
- Thousands of Installations Worldwide
- Built in Time Zone Management
- Hosted or Enterprise Versions
- Near Real-time Analysis
- Min/Hour/Day/Week/Month & Yearly Comparison
- Group Consolidation
- Unlimited Zones and Locations
- Trend Analysis
- Customised Reports and Graphs
- Directional Traffic Analysis
- Export to Universal File Formats
- Integrates With Any Time Based Data
- Activity and Error Log Reports
- IP-based Data Collection
- Flexible Reporting Periods

## Our Partners

Beonic's National and International reseller program includes specialists in retail technology, process and change management, project management, system integration, installation, staff training and service maintenance.

## Support & Warranty

Beonic provides a 12 month warranty on all hardware and software. Service Level Contracts are available for extended periods.

## Contact Beonic

Please contact us to find out more information about our solutions and how we can help you.

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