



## Case Study :



**Beonic Pty Ltd**

# About IKEA

IKEA is one of the world's top furniture retailers with 301 warehouse scale stores in 37 countries around the world. IKEA's Australian flagship store at Homebush in Sydney receives more than two million visitors a year.



IKEA has long been a forerunner of innovations in retail technology and owes a part of its success to carefully researched and applied methods of channelling large volumes of customer throughput while maintaining customer satisfaction.



## Customer Challenge

Since its December 2004 opening, IKEA Homebush has used Beonic's Traffic Insight visitor flow system to ensure its checkouts are never short-staffed.

Highly accurate Beonic sensors at each IKEA entrance track the number of people entering the 26,000 square metre store, ensuring that its checkout sales attendants are in position by the time customers reach the exit.



## Beonic Solution

IKEA Homebush Store Manager Andreas Petersson said he used Beonic reporting software to determine checkout staff levels. *"We have a warning before a peak hits because customers take 90 minutes to go through the store,"* he said. *"This gives us one hour 20 minutes to get manpower in place to meet that peak. Beonic has been absolutely accurate, giving us clear trends of customer traffic."*

Since the implementation of the Beonic solution in Homebush, Ikea has extended its commitment of the Beonic solution to additional sites including; Ikea Richmond in Melbourne, Brisbane and Adelaide.



# Beonic Benefits

Mr. Petersson said Beonic was a system that met IKEA's needs at a reasonable price. *"Our basic need is to know visitation rates through the day in a way that is consistently accurate. We use those reports in our forecasting to plan manpower, sales and stock ordering. Beonic has performed above expectation in doing that. Beonic is the system that fulfils our needs, is reliable and provides the best value over the long term."*



*\* Demonstration data only.*

## About Beonic

Beonic's world-leading retail intelligence system assists retailers to learn how to convert store visitors into actual customers. Beonic reports equip retailers to make more effective decisions about marketing, merchandising and service levels, leading to happier customers, more sales and greater profit.