



Case Study :



Beonic Pty Ltd

# About Mirvac

Mirvac is a leading diversified real estate group, listed on the Australian Stock Exchange with more than \$22 billion of assets under control across the investment, development, hotel and funds management spectrum. Mirvac is progressively installing Beonic throughout its shopping centres in Australia.



## Customer Challenge

Mirvac Investments requires highly accurate visitor traffic reports for its shopping centres to provide leasing tenants with useful information about the number of people entering the centre and visiting each mall.

For years Mirvac had used infra-red sensors that were both inaccurate and vulnerable to disruptions such as blocked sensors.

Mirvac also wanted a centralised reporting system that collected data and re-distributed reports to its managers across the country.

## Beonic Solution

Beonic deployed the first of Mirvac's Traffic Insight solutions at Victoria's landmark Waverley Gardens Shopping Centre in 2004.

Overhead thermal sensors provide outstanding accuracy and directional traffic data compared to Infra-red or video sensors. Their placement in the ceiling prevents disruption by being physically inaccessible to the public.



## Beonic Solution

Mirvac Director, Engineering & Operations Chris Luscombe said Beonic had proved to be a very good system. *"Beonic allows our Retail Division to operate, regardless of location, in a less siloed manner,"* he said.

*"Beonic provides online access to real time data that can be used, by all, to evaluate the effectiveness of various on-site activities."*



*“Analysis at the Waverly Gardens Shopping Centre shows accuracy is a lot higher. As confidence grows in Beonic, we find it gives our retailers a far more accurate picture. The information is so important that we have a Service Level Agreement with Beonic to monitor and maintain the solution. Beonic is very good to work with and provides service agreements that are fair and reasonable.”*



Chris Luscombe  
Director, Engineering &  
Operations Mirvac

## About Beonic

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