



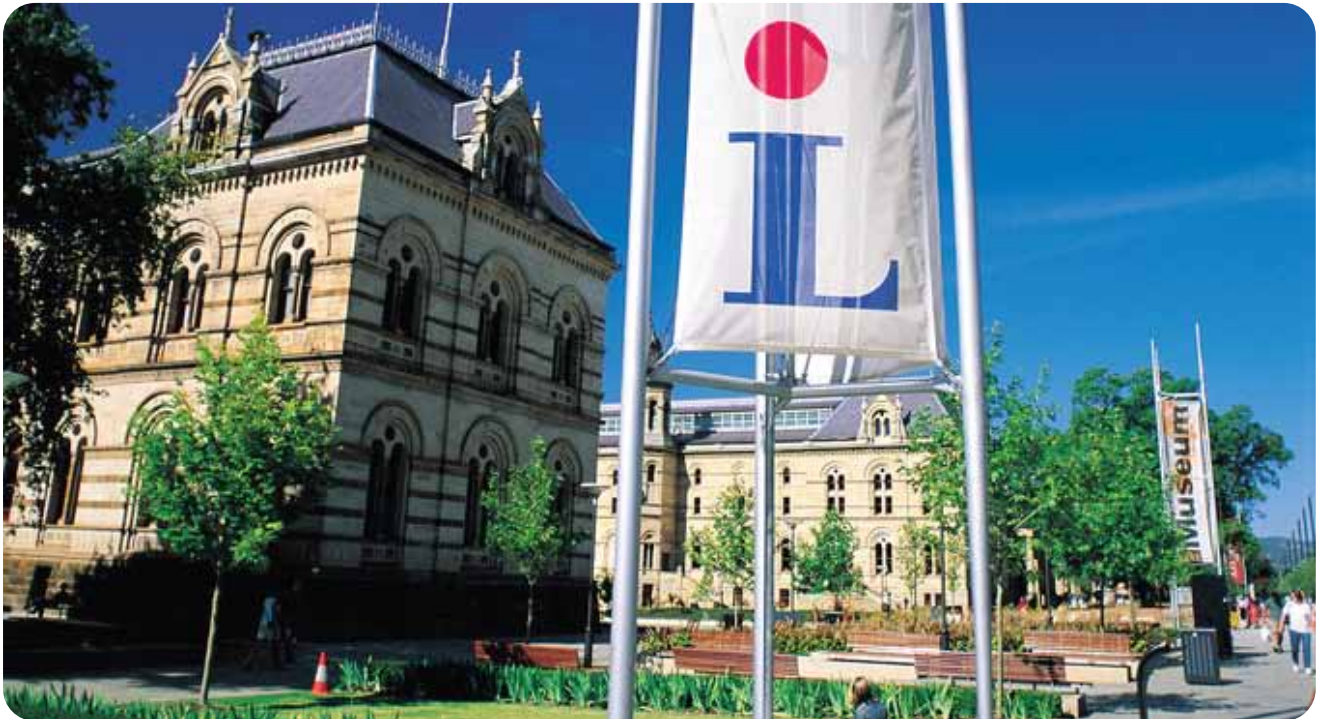
## Case Study :



**Beonic Pty Ltd**

## About the State Library of South Australia

The State Library of South Australia is a reference library with the largest collection in the state, with a collection focus on South Australian information and general reference material for information and research purposes.



Exhibitions, tours, training courses, lectures and school holiday programs are an essential part of the Library's contribution to the educational and cultural life of South Australia.



## Customer Challenge

A key measure after the Library completed a \$41.2 million redevelopment in July 2003, was to achieve a 10 per cent increase in visitors each year. The library also required a reliable way to record and analyse visitor numbers and to track people flows within the building in order to understand the most popular areas of the new layout.

## Beonic Solution

Beonic installed its Traffic Pro people counting system, with sensors, loggers and analysis software. Reports show visitor traffic comparisons by hour, day, week, month, year and compare traffic through different sensors simultaneously. Data can be analysed within Traffic Pro or exported to other applications.

## Visitor Numbers

	2002-2003	2003-2004	2004-2005	2005-2006	2006-2007
<b>Main Entrance</b>	362,339	911,821	1,021,336	1,081,381	1,140,791
<b>Level 1 Spense Wing</b>			629,915	648,735	669,852
<b>Bradman Exhibition</b>			28,087	26,640	35,981



## Deciding upon the Solution

The Library's Manager of Resources and Infrastructure Joanne Freeman said Beonic was able to gauge the success of the redeveloped Library. *"Before construction we had 580,000 visitors a year. In the 18 weeks after re-opening, we've had 287,000 people into the Library,"* she said. This equated to more than 800,000 visitors per year, a 40 per cent increase – well in excess of the target of 10 per cent.

Ms. Freeman said Beonic had also shown patterns in visitor behaviour, and upward and downward trends. *"From that, we can base decisions on opening hours as well as decisions on staff deployment and leave programming".*

*"It also showed us what return we were getting on exhibitions in general and specific exhibitions. It was not so much dollar values, but guiding us as to where to invest in people and time."*



\* Demonstration data only.

## About Beonic

Beonic's world-leading traffic intelligence system assists managers by establishing accurate benchmarks to compare key performance indicators. Beonic reports equip managers to make more effective decisions about marketing, merchandising and service levels, leading to happier customers, more sales and greater return on investment.