



Beonic[®]
EVERY VISITOR COUNTS[™]



path intelligence

Traffic Insight[™]

Beonic brings you the world's best
traffic intelligence solution suites:
Path Intelligence and Traffic Insight.



www.beonic.com



path intelligence brings online analytics to the offline world.

Analyse and understand the movement of people using mobile phone technology.

The FootPath solution

FootPath creates reliable intelligence about the path visitors take when walking through an area, regardless of size, number of levels or complexity.

FootPath employs patent pending technology that tracks mobile devices in a way that preserves visitor anonymity and complies with Australian privacy legislation.

Well suited to shopping centres, department stores, supermarkets, public facilities and transport hubs, it offers never before achievable insights.

Using **FootPath** you can track:

- Visitor numbers by hour, day, week and month
- Visitor type (e.g. shopper, local worker, walk-through, leisure seeker)
- Dwell times by day, week and month
- Distribution of dwell
- Frequency of visit (how often people come back)
- Shopper hours
- Heat map – a map of the centre/store colour coded to show the most/least visited areas

FootPath provides the following benefits:

Performance

- Improve your retail tenancy mix and attract more shoppers to your centre
- Maximise the revenue by optimising the layout of the centre/store

Lettings/Rental

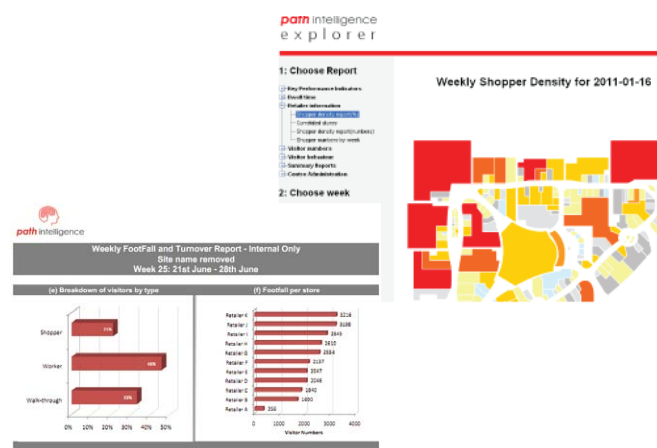
- Optimise the price of retail units by understanding the impact of a store's position on its rent per square metre
- Target potential tenants for empty lots by understanding which stores consumers consider complementary
- Present actual shopper movement to demonstrate traffic past the site and linkages between the site and different categories

Operations

- Optimise staffing levels according to shopper flow in specific areas and categories to reduce costs and increase customer service.
- Reduce pedestrian bottlenecks by understanding people flow at peak times
- Optimise maintenance schedules by understanding the 'most trodden' routes
- Ensure store staffing is meeting traffic demand to maximise sales conversion

Marketing

- Quantify the impact of particular promotions or events
- Optimise the pricing of advertising space within your centre/store
- Increase value from your marketing spend by specific targeting of your advertising and promotions





Combines with **Traffic Insight** to offer best in class retail metrics.

Traffic Insight's reputation as an industry leading people counting solution is well deserved, providing accurate, integrated comparative data and reports.



Traffic Insight

Collates data from people counting sensors, POS data, rosters and other sources to create key operational benchmarks and reports for many thousands of enterprises globally.

Traffic Insight is well known for its accuracy and reliability. Critical factors if you are trying to accurately measure sales conversion gains or any other key benchmarks based off traffic data.

Traffic Insight is easy to use and highly configurable while providing all the features you'd expect of an enterprise grade solution.

Traffic Insight is flexible and can be hosted locally or in the cloud, can be accessed via remote web portal and utilises the MS SQL platform.

The power of Traffic Insight™ comes from integrating sales, staffing, and other corporate data to facilitate consolidated comparison and ratio reporting of branch performance to management.

Traffic Insight generates value by enabling:

Increased Sales Conversion

Sales alone can only tell you so much about what is really happening at store level. On average 85% of visitors leave a store without purchasing. Increasing sales conversion is a retailer's best first strategy for increasing sales. Sales conversion rates can also identify staff training opportunities.

Optimise Staff Roster

Aligning staff numbers to store traffic increases customer service and sales conversion.

Marketing Effectiveness

Foot traffic is the first and most important result of marketing. Identify more clearly which advertisements work best.

Improved Store Layout and Merchandising

Identify and improve a variety of in-store factors that impact on traffic and sales.



Beonic's commitment goes beyond providing solutions that lead the world in capability, accuracy and reliability. We are also committed to offering a high level of consultancy to ensure enterprises get optimal value from our solutions.



Call or email us today for an obligation free consultation and explore how we could make a difference to your organisation.

Free call 1800 246 860 or email: sales@beonic.com



path intelligence

Traffic Insight

Combined solutions offer:

- | | |
|-------------------------------------------|-------------------------------------|
| Accurate tracking of visitor movement | <input checked="" type="checkbox"/> |
| Accurate counting of visitor traffic | <input checked="" type="checkbox"/> |
| Integrate sales and roster data | <input checked="" type="checkbox"/> |
| Aggregate sales conversion | <input checked="" type="checkbox"/> |
| Can operate across multiple locations | <input checked="" type="checkbox"/> |
| Can operate across different time zones | <input checked="" type="checkbox"/> |
| Real-time analysis | <input checked="" type="checkbox"/> |
| Minutely to monthly comparisons | <input checked="" type="checkbox"/> |
| Export to universal file formats | <input checked="" type="checkbox"/> |
| Output to customised graphs and reports | <input checked="" type="checkbox"/> |
| Adhere to international quality standards | <input checked="" type="checkbox"/> |
| Adhere to Australian privacy laws | <input checked="" type="checkbox"/> |

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Our Partners

Beonic has a large national and international partner and reseller program. These include specialists in retail technology, process and change management, project management, system integration, installation, staff training and service maintenance. If you are interested in getting in touch with a Beonic Reseller, please contact us.

Support & Warranty

Hardware has 12 months warranty. Software Support included in your purchase for the first 12 months. Extended Software Support contracts available from Beonic.

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