

intuVision® User Story: Retail

Customer Traffic Reports with intuVision & exacqVision

"intuVision video analytics gave us accurate counts of customer entry and exits without the need for a dedicated camera over the door"

Director of Loss Prevention



This international high-end retailer chose intuVision VA Enter/Exit analytics for people counting after 90 days of testing in their highest trafficked store in Los Angeles. intuVision achieved 98% accuracy in counting customers in this busy store. Now deployed in their stores across US the system reports daily customer traffic data, broken by the hour, to the headquarters to improve business operations.

About the Customer

Luxury goods retailer chain founded in 1837, specializing in leather, lifestyle accessories and perfumery with over 10,000 employees at locations around the world.

Equipment-at-a-Glance

Hardware: 15 exacqVision Z-Series NVRs, 450 Axis IP cameras

Software: exacqVision Professional VMS, intuVision VA Retail version 8.0



Enter/Exit counts with intuVision VA

intuVision and exacqVision solution improves all aspects of retail chain's business. By having the accurate customer counts from the video analytics integrated with the VMS software, they get accurate business intelligence for the operations and sales teams to drive more store traffic and adjust store promotions based on the metrics provided.

Benefits

- All-in-one solution for video surveillance and analytics
- Improved store operations and sales revenue
- Reliable operation with no maintenance
- Savings in personnel time and hardware costs

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"intuVision/exacqVision integrated system serves a double duty of security and business intelligence video analytics. We are able to protect our stores, products, and people while offering other departments metrics to improve their operations and sales revenue."

Director of Loss Prevention

Deployment Details

This retail company uses powerful intuVision video analytics to count people entering and exiting their stores as well as to detect people loitering after hours. The installed system comprises of intuVision Video Analytics integrated with exacqVision Z-Series network video recorders (NVRs) throughout their US stores. Seamless integration between intuVision and exacqVision VMS software makes it possible to use a wide range of video analytic rules on any camera for both security and business intelligence purposes.

Since the intuVision-VA is an exacq Certified Software Application, it is directly installed on the Z-Series recorder without additional computers to run the analytics software. ***"We invested in a better server to run all of our applications including intuVision Video Analytics on one NVR,"*** said the Director of Loss Prevention. ***"The exacqVision / intuVision system saved us additional hardware expenses."***

The intelligent features of the intuVision/exacqVision system provides detail and a high level of accuracy in analyzing video footage and collect actionable business data. intuVision video analytics provides intuitive statistical information on people's activities in the stores and keeps hourly logs of how many customers have entered and exited a store to improve on the overall sales.

"intuVision video analytics gave us accurate counts of customer entry and exits without the need for a dedicated camera over the door," said the Director of Loss Prevention. ***"Competing products we tested required using a dedicated camera to conduct people counting and still had problems with groups of people coming in at the same time."***

Store employees control the PTZ cameras within the exacqVision client to better investigate the events detected by intuVision VA. Additionally, intuVision VA sends soft triggers to the exacqVision to alert the occurrence of specific events to record video when those take place.

