



CROWD ANALYTICS

Raptor™ Vision



IoT.nxt[®]
bridging the edge



BUSINESS CHALLENGE

In today's competitive marketing and advertising landscape, insights into the customer's needs are crucial in elevating your business approach to consumerism.

CHALLENGES FACED BY RETAILERS:

- Lack of customer demographics visibility; demand for specific products can vary with unique customer demographics.
- Limited means of collecting and analysing data with regard to customer satisfaction levels.
- Limited insight with regards to foot traffic during peak times which in turn can lead to stock running out



OUR SOLUTION

The Raptor™ Vision solution enables real-time analysis of customer information such as age, ethnicity and gender to provide insights into different customer demographic groups and link this to product trends. The solution gives visibility of general store foot traffic. Through machine learning, Raptor™ Vision can distinguish between employees and customers, and can be configured to recognise individuals to eliminate the result of double counting. Depending on the number of cameras linked to the solution, a heat-map of customers' movement through the store can be created. This can be used to identify popular products and trends.

A live camera video feed is analysed by the Raptor™ Vision Gateway, from where the following data is collected:



Gender



Emotion



Age

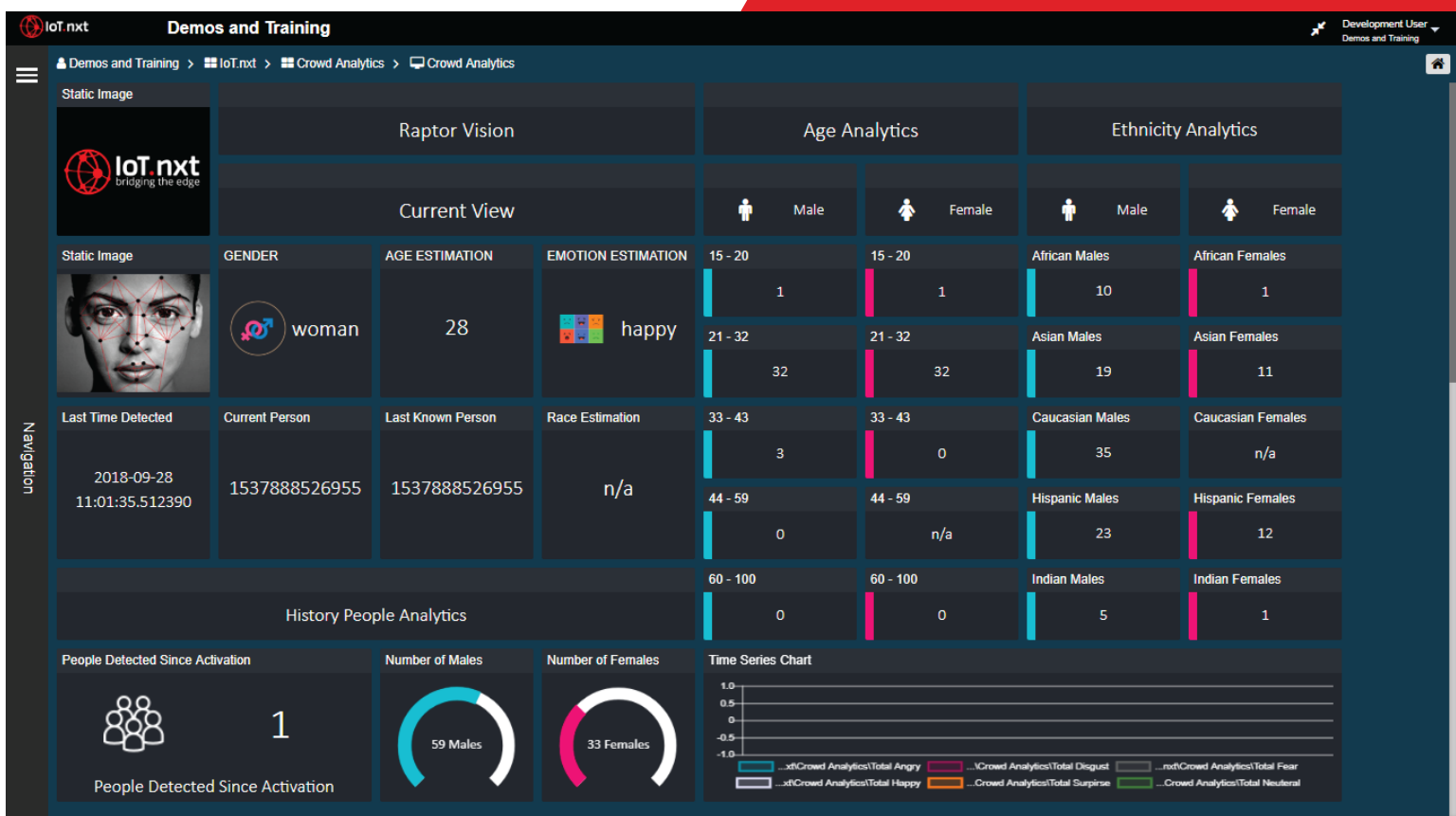


People Counting



Ethnicity

COMMANDER INTERFACE





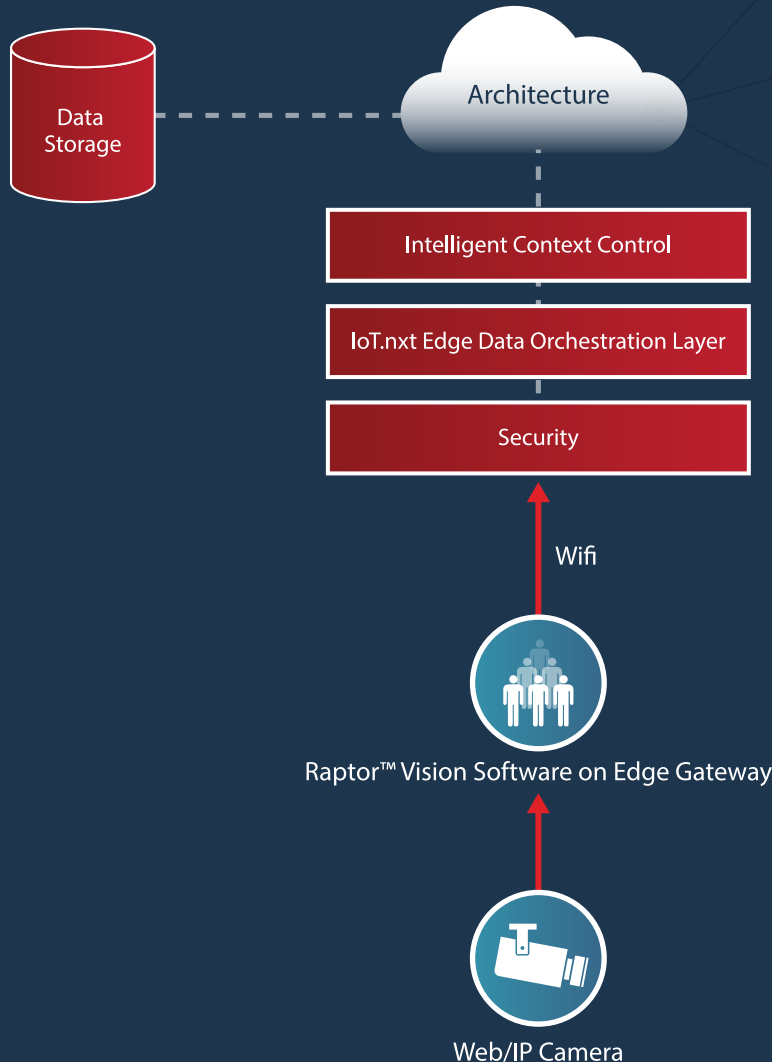
BENEFITS

Raptor™ Vision provides insights into customer satisfaction through detection of emotion and time-in-queue analysis. Areas of improvement can therefore be easily identified. The solution can be applied in conjunction with personalised billboards or direct marketing to analyse the effectiveness thereof or to provide targeted marketing to a certain customer demographic group.

OUR SOLUTIONS ALLOW YOUR ORGANISATION TO HAVE:

- Unlocked information such as age, ethnicity and gender, the retailer which will allow you to have better insight into stock quantities required for different products.
- Emotion detection and time-in-queue analysis which enables the retailer to enhance customer experience.
- People counting and store foot traffic analysis which will provide insights into seasonality and optimises stock levels.
- Personalised billboards or direct marketing to analyse the effectiveness thereof or to provide targeted marketing to a certain customer demographic group.

OPTIMISING YOUR BUSINESS SYSTEMS DOES NOT HAVE TO BE COMPLICATED



RAPTOR VISION

IoT.nxt is an award-winning market leader in IoT technology. The company was founded in 2015 and has grown exponentially to date with a customer base of some of the Top 500 listed companies in South Africa, United States of America and the Benelux region.



WHO WE ARE

Recognised by media outlets as one of the top five companies to look out for in 2018, the IoT.nxt platform has entrenched itself as a cutting-edge technology innovator demystifying the concept of "Internet of Things" with innovative solutions. With return of investment and customer value at the forefront of all the IoT.nxt industry specific solutions, the future of IoT technology has become a tangible reality. The IoT platform is unique in that it provides:



Rapid Digitisation.

Intelligent filtering of data at the edge.



Real-time, in-shift optimisation of operations.

Integration of analog and digital, legacy and new devices.



Quick implementation with no disruption, retrofitting our technology to create interoperability between new and legacy infrastructure and equipment.

Consolidation of business-wide processes and data.



Remote monitoring and management of businesses.



CONNECT

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