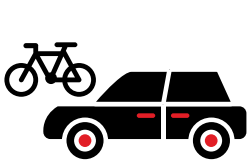


WHERE TRAFFIC AND PEOPLE COME WE CAN DO THE ANALYTICS!

- Switzerland since 1999
- Inhouse development
- International
- Wi-Fi networks as a service for people counting, tracking and tracing

Google Analytics = clicks  
BlueScan data = bricks



Traffic



Retail



Real estate



and more, such as retail malls, smart city, public places, leisure, health institutes, universities...

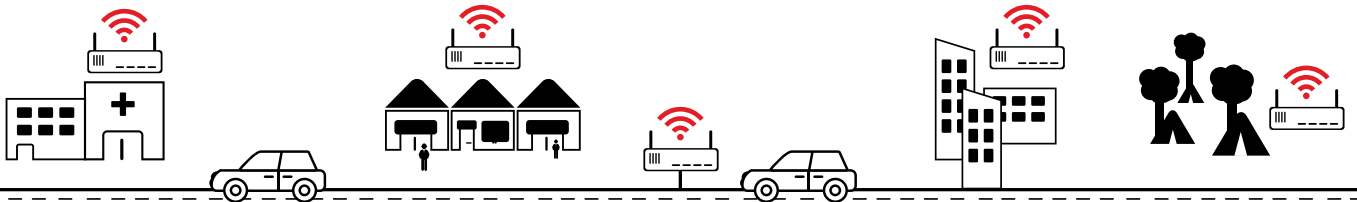
## BLUESCAN THE 2 DISCIPLINES

1

WI-FI AS A SERVICE IN 4 STEPS

1

ACCESS POINTS

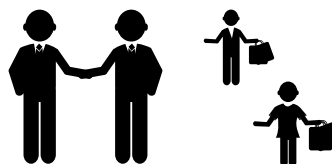


business areas, shopping, edu, health, public ...

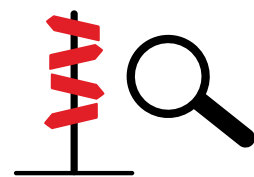
SERVICES FOR YOUR CUSTOMER/VISITOR



MARKETING & INFORMATION TOOL



DATA: GROUP BEHAVIOUR



2

Internet access, searching, shopping, mail, chat, working, enjoying

3

Newsletters, offers, tickets, discounts, facebook, landingpage, ....

4

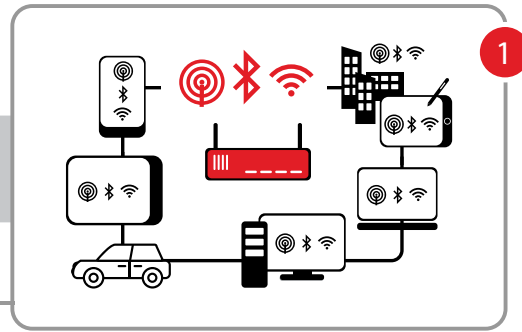
Can be used for analytics of bricks to improve your services or business rules

# 2

## DATA IN 4 STEPS TO RESULTS

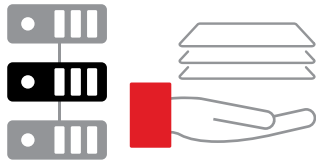
BlueScan, Cisco, Aruba,  
Juniper, Belkin, Aerohive, a.o.

Access Points



1

2



Non-personal  
Big Data storage

Ordering Big Data,  
collecting data,  
storing data,

Dashboards, insights,  
trends, predictions, learnings,  
business intelligence ...

Analysing, interpreting  
and reporting data



3

4



Stimulate business  
& growth

Planning, staffing, routing  
& cost-efficiency,  
improving results

## FROM DATA TO INSIGHTS TO MORE EFFECTIVENESS



### Staff & attendance:

- Dynamic Staff planning
- Effective working hours
- Performances
- Based on number of visitors and shoptime per visitor



### Heatmap:

- Showing visiting time and frequency in 1 heatmap

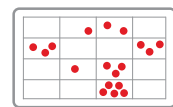
### Plotting:

- Staff, visitors, security
- Position of iBeacons



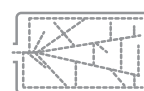
### Zoning:

- Intensity per location
- Frequency of visits in zones
- Visitors vs staff



### Traffic:

- Journey time
- Counting
- Movements
- Destinations



### Routing:

- Footfall
- Passing pedestrians
- Shopvisitors
- Dwelling time
- % first time visitor, 2<sup>nd</sup> time etc....

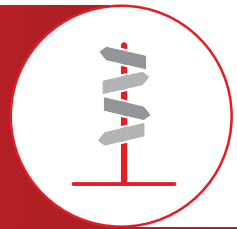
**Conversion:**

- Window, percentage of passing pedestrians that enter shop/mall/zone
- But also for street, mall, city



**Origin Destination:**

- Analyses, matrix, showing routing from A to B



**Omni-Channel Engagement:**

- Free or paid Wi-Fi combined with marketing, survey, loyalty

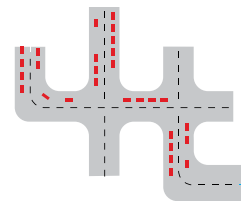
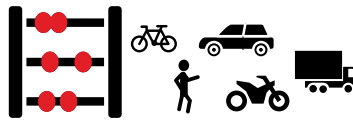


**TRAFFIC**

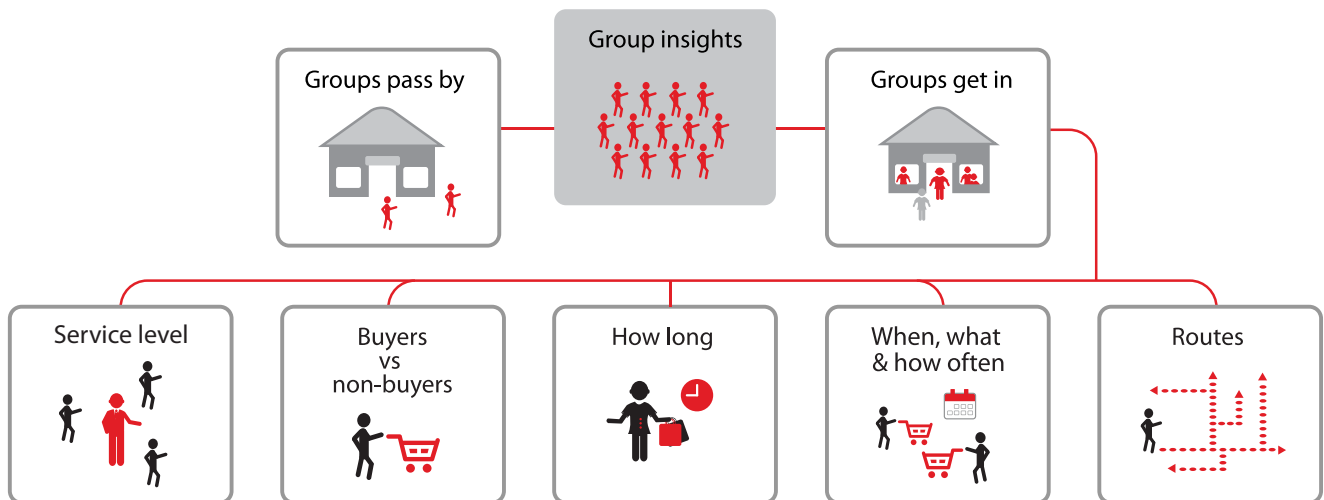
JOURNEY TIME

COUNTING

MOVEMENTS



**RETAIL VALUE: NON-PERSONAL INSIGHTS**



# RETAIL VALUE: SHOP

Insights create possibilities

Data Value per store

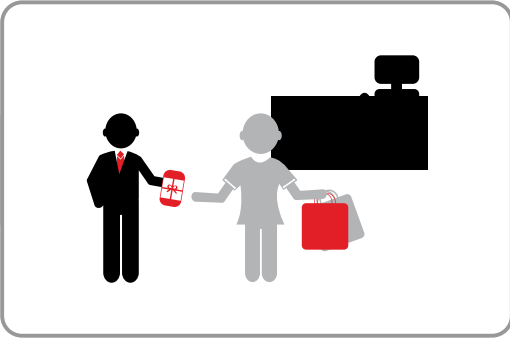


Measure staff, training & planning

Sell, up-sell, cross-sell and more effective planning saves costs

Reward your customers for your own good

Loyalty



## FROM DATA TO INSIGHTS TO MORE EFFECTIVENESS

1

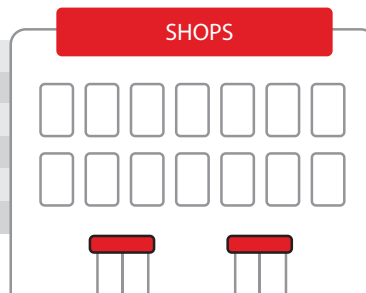
Free Wi-Fi = service & marketing

2

Data collection

BIG DATA CREATES VALUE

- entrance vs exit <<<
- maintanance planning & costs <<<
- facility management <<<
- routing <<<
- conversions <<<



- >>> security
- >>> opening hours
- >>> influences
- >>> m² estimation
- >>> distances
- >>> crowds

BIG DATA CREATES VALUE

3

Insights as a service to your shopping center

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