FootfallCam
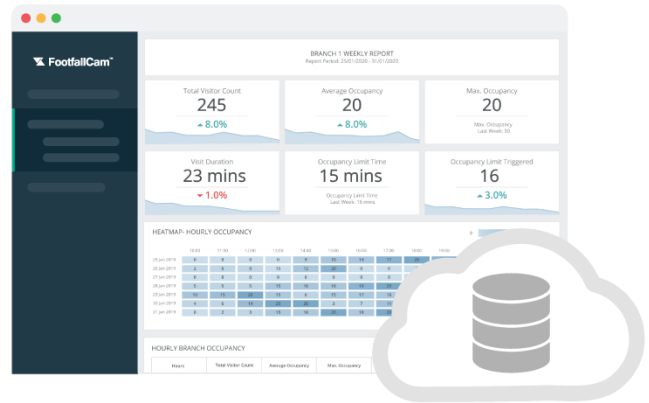
Analytics Manager V9™

Product Code: FC-FAM01

FootfallCam Product   **Software**

Provide Full Analysis of Traffic Data For

▶ Visitor Entering and Exit at the Entrance

▶ Sales Conversion

▶ Queue Counting

▶ Heatmap Reporting

▶ Live Occupancy

▶ Shopping mall traffic flow

▶ Other Wi-Fi metrices like passerby Visit Duration, Returning Customer and etc

FootfallCam Analytic Manager V9™ is enterprise web-based control panel designed for customers who are managing large number of counters. It collects data from all counters and store them in a single place where user can carry out deep analytics. Analytic Manager V9 ™ provide the full analysis of traffic data for individual stores and across multiple store locations, region and the entire chain.

Pre-Defined Report Set

15+ pre-defined reporting set designed for different functional role e.g. Top management at headquarter, Marketing Manager, Operation Manager, Regional Manager or Store Manager. There are Company level report set which could provide the overall insight of the store performance in macro view, and store level report set which provide the further insight of the footfall pattern and shopper behavior in deep for any operational and marketing decision.

Health Check Report

A routine system health check is implemented, which check across the whole system to make sure all counters are connected and counting. This health check is usually scheduled to perform daily at a pre-defined time (e.g. 12am). An automated email alert will be sent to the person-in-charge detailing any faults found, making this a pro-active yet manageable approach to maintain all the counters across your retail chain.

User Account Management

Different users may have different job responsibilities and need to use the data in different ways. Individual user accounts can be setup for your team member, and access rights assigned accordingly. An unlimited number of user accounts may be created, and every user will be assigned a user ID and password, which they will be able to access from any networked location. System administrator will have remote access to the accounts information, modify access rights and disable any account when a team member leaves the company.

Automate Email Scheduler

Reports can be scheduled to be sent to the key person (e.g. store manager for the store weekly reports, marketing manager for the campaign effectiveness reports, etc.) via email on a regular basis.

API Available for Data Integration

API are available to import or export data to and from a system. FootfallCam is a fully embedded software module, intended for any environment where store footfall counting is required. Business intelligence (BI) system extracts and analyses footfall data (from FootfallCam central server) together with ePoS data (from retailer's ePoS system) to produce management report for corporate strategic planning.

Centrally Managed System

Using a centrally managed server, the user will be able to view the counting data of all the counters registered under their account from one location. The FootfallCam Analytic Manager Cloud hosting option will be able to store an unlimited number of counters, while the number of counters the Corporate Server can store is dependent on the size of the server used. However, all counting data will be displayed in one centrally managed system that is accessible remotely from anywhere as long as internet connectivity is available.

FootfallCam Analytic Manager V9™

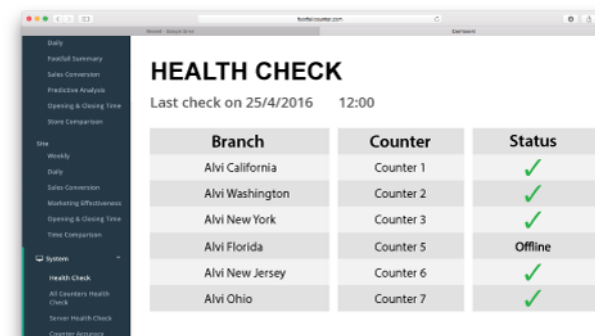| KEY SPECIFICATION	
Compatible Browser	Mozilla Firefox or Later
	Chrome Version 4.0 or Later
	Safari
User Levels	2 levels: Administrator, Standard User
Time	NTP, Adjustable time zone, automatic day light saving adjustments
Data Delivery	TCP/IP
Database Type	Microsoft SQL
Report format	csv, .xml, .txt, .pdf
Data Storage	5 Years storage with auto sync
Data Backup	Yes
Backup Frequency	Daily Full Backup for Data and Configuration File Weekly Backup to Sub Server for Contingency Purpose
Software Upgrade	Auto Upgrade

MINIMUM SERVER REQUIREMENT (Primary Server) **	
Operating System	Window Server 2012 R2 or above
Storage	500GB to 2TB support up to 2000 Devices *
Processor	3.5 GHz (64-bit Processor) with 16 Cores *
Physical Memory	From 16 GB up to 128 GB *
Networking	100Mb Ethernet Connection or above
Web Server	Internet Information System (IIS) 7.0 and above
Microsoft .NET Framework Version	4.0
Database	MS SQL Server 2016 or above

MINIMUM SERVER REQUIREMENT (Secondary Server) **	
Operating System	Ubuntu Server 18.04 (LTS) or above
Storage	250GB to 1TB support up to 2000 Devices *
Processor	2.0 GHz (64-bit Processor) with 16 Cores *
Physical Memory	From 16 GB up to 128 GB *
Networking	100Mb Ethernet Connection or above
Database	MySQL Server

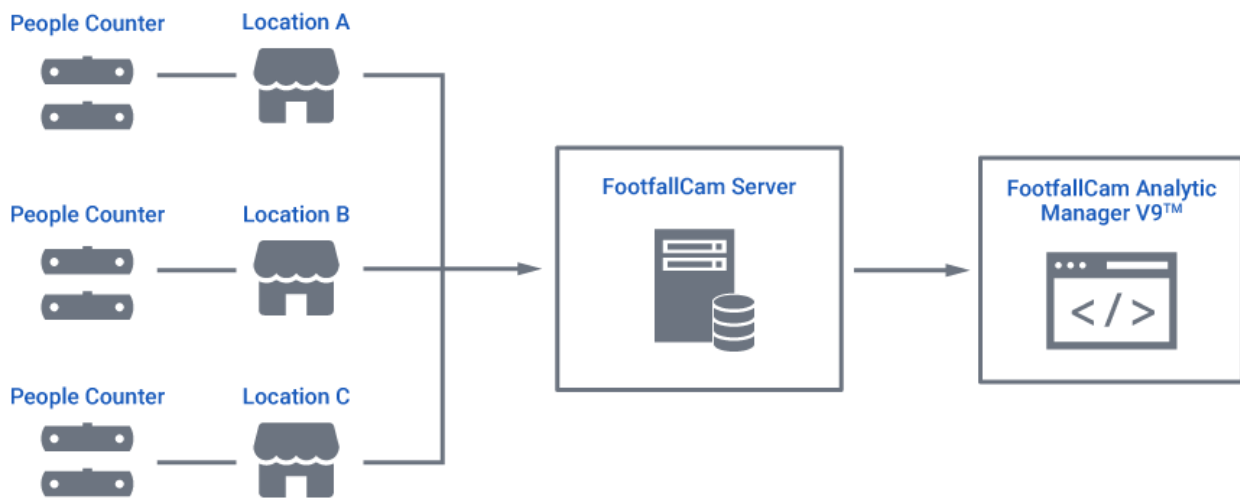* For Type-A, Large Configuration. For more info about the server(s) hardware requirements, please visit this link.

** Both servers are mandatory to enable all features included in FootfallCam Analytic Manager V9.

FootfallCam™

FootfallCam Analytic Manager V9™ Server Options

	FootfallCam Cloud Server	Install at Client's Server(s)
Descriptions	Software and data stored at FootfallCam hosted server. Retailer able to access via web browser with a secured password or login account.	Software and data stored at retailer's own corporate server. Retailer will be given full access to the software which is having the same function as cloud-based software.
Software Core Feature		
Max Number of Devices	Unlimited	Support up to 2000 devices with 2TB storage **
Analytics and Reports	Yes	Yes
Email Scheduler	Yes	Yes
Compare data by store, by time and by different metrices	Yes	Yes
Custom Dashboard created by user	Yes	Yes
User Account Management	Yes	Yes
Health Check Reports	Yes	Yes
Accuracy Audit Function	Yes	Yes
Sales Data/ POS Integration	Yes	Yes
Data Export in csv, pdf, txt and excel format	Yes	Yes
Counter and Branch Management	Yes	Yes
Multi Language	Yes	Yes
Remote Access to the counter	Yes	Yes, provided the device is within the same network
Firmware Upgrade	Automate	Automate, however customer able to control the quantity upgrade per day
Software upgrade	Automate	Automate
Backup and Security Protection		
Data backup	Automate daily backup in cloud server	Backup function available for retailer to set up your own backup
Configuration setting backup	Automate daily backup in cloud server and client's server	Automate daily backup
Contingency backup	Weekly backup to sub server	Not Available
Data Protection	Yes	Yes

** For Type-A, Large Configuration. For more info about the server(s) hardware requirements, please visit this link.