iRetail

Solution
Ready
Platform
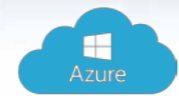
Store Traffic Analytics
Optimizing Operational Efficiency

SRP-UST510

✓ **Data Integration and Analytics**

✓ **Traffic and Conversion Measurement**

✓ **Cross-Store Performance Benchmarking**

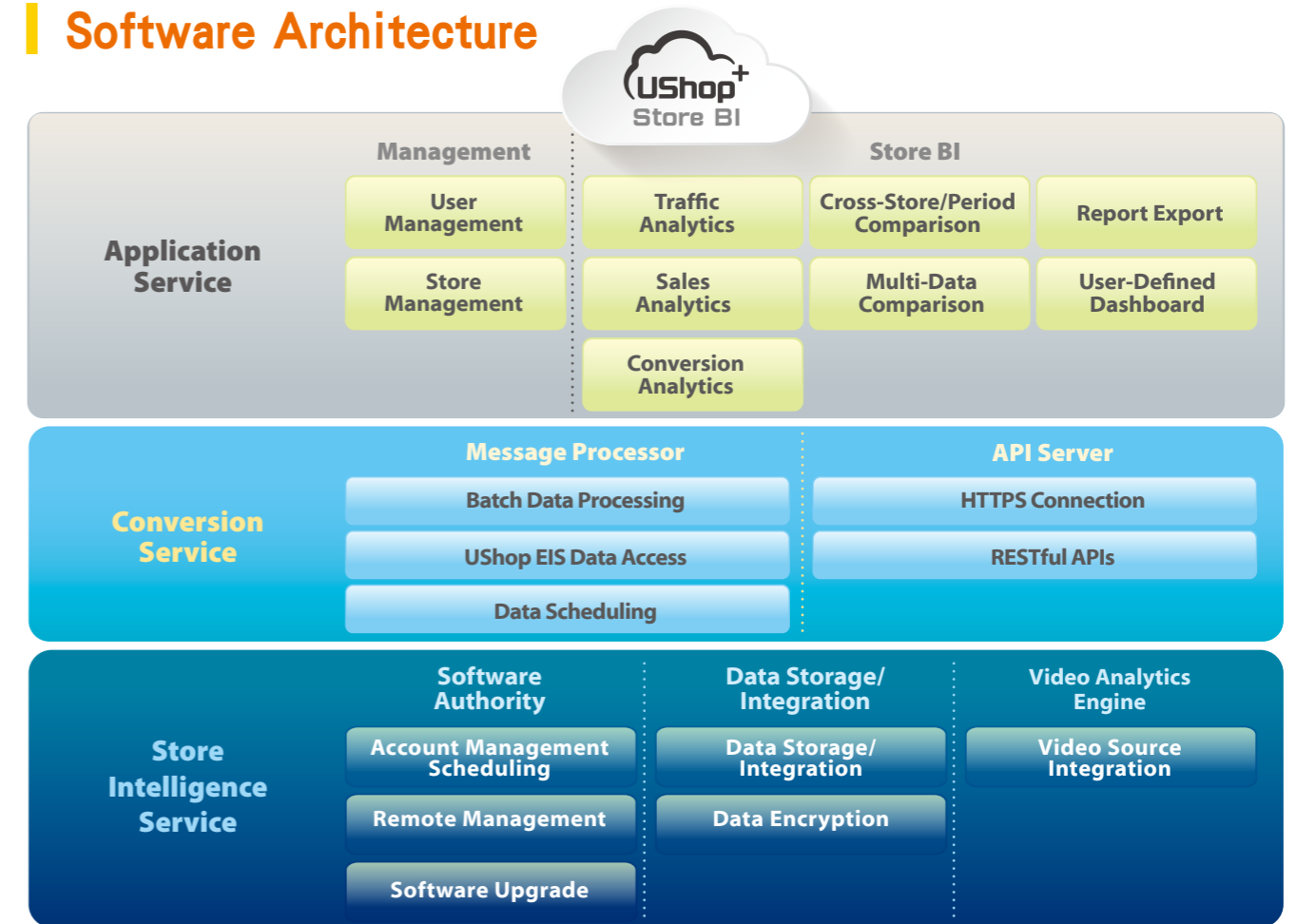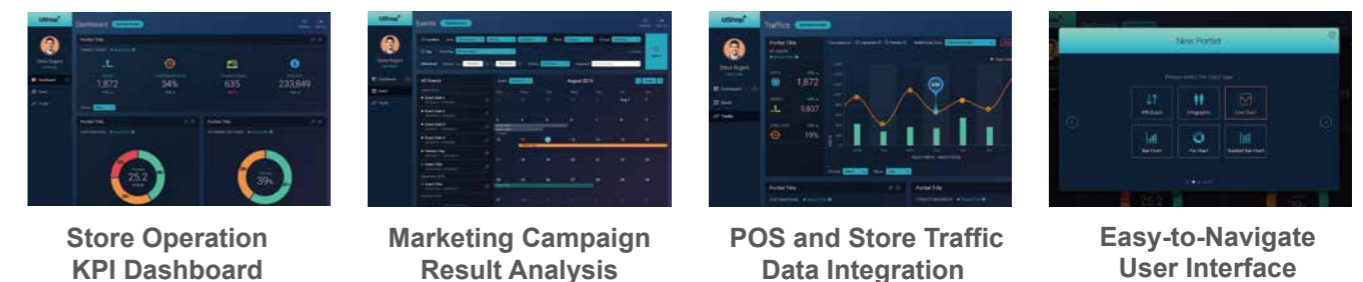
Optimizing Operational Efficiency

Introducing SRP-UST510 — A Traffic Analytics Solution for Retailers

For retailers, sales revenue is always a key performance metric; however, in-depth analysis of poor sales performances is rare. Advantech's SRP-UST510 Store Traffic Analytics solution enables retailers to evaluate sales potential and establish customer service and marketing strategies for maximizing profit. SRP-UST510 integrates 2D and 3D video analysis technology with POS transaction data for further analysis. Analysis of customer traffic data provides retailers with an in-depth knowledge of consumer shopping and purchasing habits, as well as insights into sales performance during periods of high/low traffic for each branch store.

Software Architecture

UShop+ Store BI

Application Service	Management	Store BI		
	User Management	Traffic Analytics	Cross-Store/Period Comparison	Report Export
	Store Management	Sales Analytics	Multi-Data Comparison	User-Defined Dashboard
		Conversion Analytics		

Conversion Service	Message Processor		API Server
	Batch Data Processing		HTTPS Connection
	UShop EIS Data Access		RESTful APIs
	Data Scheduling		

Store Intelligence Service	Software Authority	Data Storage/Integration	Video Analytics Engine
	Account Management Scheduling	Data Storage/Integration	Video Source Integration
	Remote Management	Data Encryption	
	Software Upgrade		

Dashboard Features

Store Operation KPI Dashboard

Marketing Campaign Result Analysis

POS and Store Traffic Data Integration

Easy-to-Navigate User Interface

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intel | IoT Solutions Alliance **Premier**

Azure

iRetail Solution Website

System Diagram

Mobile Access

Data Analytics

Public Cloud

UShop⁺ Cloud

Private Cloud

3D Smart Camera Direct On Cloud

IP Camera Go On Cloud Through EIS

Lite (3CH)
Best for single store
or small retail shop

Standard (8CH)
Best for chain supermarkets
or hypermarkets

Professional (16CH)
Best for large-scale
shopping malls

UShop EIS

Branch Stores

3D Counting Camera

(with accurary over 95%)

Branch Stores

IP Camera

(with 80% - 90% accurary)

Key Advantages

Integrates Data for Conversion Rate Calculation

Store traffic data can be integrated with sales data in the POS database to provide real-time sales conversion figures, average expenditure per customer values, and high/low-traffic period transaction data for evaluating store performance.

Manage Multiple Stores with One Solution

In-depth data analysis results can be exported to an Excel, JPG, or PNG file to provide business intelligence. Equipped with cross-store performance data, management can benchmark branch performance.
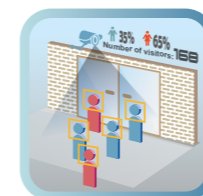
Optimize Staff Allocations and Operational Efficiency

Using historical store traffic data, the exact times of high and low traffic can be identified. This allows management to better allocate an appropriate number of staff for efficient service.
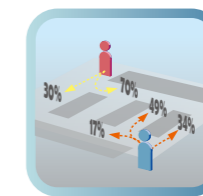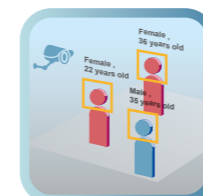
Recommend Solutions on UShop EIS

Store Traffic Analytics

Integrate 2D and 3D video analysis technologies with POS transaction data for store traffic analysis.

In-Store Heatmap

Identify in-store hot spots and commodity popularity through panoramic real-world scene analysis.

In-Store Shopper Analysis

Identify customers' gender and age through video analytics and WiFi.

POS Loss Prevention

Centralized real-time transaction monitoring and cloud-based remote video inspection for business intelligence.

UShop Edge Intelligence Server(EIS) Comparison Table

	Lite	Standard	Professional
Part Number	UBX-310UST-G1E-C	AiMC-342UST-G1E-C	ACP-2320UST-G1E-C
Number of Process Units	6	16	32
Maximum Analyzing Channels	3 (2 PU per channel)	8 (2 PU per channel)	16 (2 PU per channel)
CPU	Intel® Celeron® J1900, 2.4 GHz	Intel® Core™ i5-3550S, 3.0 GHz	Intel® Core™ i7-4790S, 3.2 GHz
RAM	8 GB DDR3L, 1333 MHz	8 GB DDR3L, 1333 MHz	8 GB DDR3L, 1333 MHz
Graphics	Intel® HD Graphics, HDMI/VGA	Intel® HD Graphics, VGA	Intel® HD Graphics, VGA/DVI
Storage	1 x SATA 2.5" HDD (500 GB)	1 x SATA 3.5" HDD (1 TB)	1 x SATA 3.5" HDD (1 TB)
Internet	1 x RJ45 (10/100/1000 Mbps)	2 x RJ45 (10/100/1000 Mbps)	2 x RJ45 (10/100/1000 Mbps)
I/O	5 x USB, 3 x COM, 1 x LPT	8 x USB, 2 x COM, 1 x PS/2	4 x USB, 1 x COM, 2 x PS/2
Power	60W (12V power adapter)	300W (Input 100 ~ 240Vac)	350W (100 ~ 240Vac)
Size	245 x 45 x 185 mm	150 x 222 x 270 mm	482 x 88 x 480 mm
Weight	2 kg	5 kg	11.7 KG
Operating System	Microsoft® Windows 7 Professional		
Software	Store Intelligence Service		

Success Story

Advantech's Store Traffic Analytics Solution Implemented at a Bowers & Wilkins Franchise in Indonesia

Bowers & Wilkins is a well-known British manufacturer of high-end audio equipment. After expanding into various Southeast Asian countries, Bowers & Wilkins quickly won the attention of local consumers. The flagship store for Bowers & Wilkins in Indonesia was established by a franchisee in a high-end shopping mall in Jakarta. Wanting to compare the performance of the store in the shopping mall to his other stores on the street, the franchisee contacted Advantech to request its Store Traffic Analytics solution. Two cameras were installed at the entrance and exit of the store inside the shopping mall to record store traffic data. The store traffic and conversion rate data were then compiled on the UShop+ BI platform and exported as daily reports. These reports actually revealed two surprising findings.

1. Although the total number of customers for the store inside the mall did not exceed the number for his other stores, the average transaction rate was higher.

2. The shopping mall's seasonal promotion brought more visitors to the store inside the mall, the conversion rate for the store showed no significant increase.

Based on these findings, the franchisee focused his efforts into targeting customers of the store in the mall and reduced marketing expenditure when the mall was running seasonal promotions. After adjusting the overall marketing strategy, the franchisee's business experienced significant growth.

Ordering Guide

SRP-UST510 Store Traffic Analytics Solution

Package Offering

Application Software	Computing System	Peripherals
1 x UShop+ Traffic Analytics (Private Cloud) 968SPUSTS0	1 x UShop EIS Lite UBX-310UST-G1E-C	2 x 2D IP Camera (9680017179)

Configuration Options

UShop+ Cloud Application

Store Traffic Analytics (Public Cloud): 968SPUSTL0 .... ☐ Qty: ____
Store Traffic Analytics (Private Cloud, 25 license included): 968SPUSTS0 .... ☐ Qty: ____
Store Traffic Analytics (Private Cloud, 50 license included): 968SPUSTS1 .... ☐ Qty: ____
Store Traffic Analytics (Private Cloud, 300 license included): 968SPUSTS2 .... ☐ Qty: ____
Store Traffic Analytics (Private Cloud, Unlimited license included): 968SPUSTS3 .... ☐ Qty: ____

Computing System

[201] UShop EIS Lite: UBX-310UST-G1E-C .... ☐ Qty: ____
[202] UShop EIS Standard: AIMC-342UST-G1E-C .... ☐ Qty: ____
[203] UShop EIS Pro: ACP-2320UST-G1E-C .... ☐ Qty: ____

Cameras

[301] 2D IP Camera – Vivotek FD8166A (9680017179) .... ☐ Qty: ____
[302] 3D Smart Counting Camera (9680016713) .... ☐ Qty: ____

Note: Select your required configuration, then log into *MyAdvantech* for order processing.

Order in 3 Easy Steps

Go MyAdvantech	Add to Cart	Confirm Order
1.	2.	3.
Step 1: Login & Register	Step 2: Configuration	Step 3: Check & Submit

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Online Catalog