

GANZ AI - Counting for Business

client_

Stores and malls

application_

Control and counting attendance and Business Intelligence

partner_

Around People srl

Intelligent Around Counter analysis integrates GANZ AI BOX for people counting and business intelligence.

Client's request

All shopping center managers and security officers need to know in real time how many people are inside the facility and if they exceed the occupancy threshold for public safety. In addition, the need arises to collect information about traffic inside the stores in order to obtain information about customer behavior and improve planning.

Technical Solution

Around Counter, developed by our partner Around People srl, is a scalable and cost-effective video analytics application for people counting that integrates artificial intelligence functions applied to video analysis, released by GANZ AI BOX module that provides representation of customer traffic flows, as well as alarms on abandoned **object**, **intrusion alarm**.

Distinctive features

Around Counter uses dedicated or pre-installed cameras to enable reliable two-way counting of people entering and exiting at the same time, ignoring trolleys and strollers. It also enables gender and age recognition of customers to improve store and staff planning, as well as to evaluate marketing activities and conversion rates when combined with POS data. Around Counter stores all collected data directly in each camera, for easy access via the camera's web interface or via Around Reporter, which provides a clear graphical representation of the aggregated data.

Benefits

- Analysis and representation of traffic flows and trends;
- Evaluation of the impact of advertising and promotion activities;
- Optimized planning of staff shifts to provide excellent customer service;
- Evaluation of the influence of weather on customer visits.

The simple configuration and rapid commissioning of the system, without the need for calibration, have allowed it to operate while guaranteeing safety and protection to customers and employees. The simple interface and the immediacy of programming GANZ AI algorithms, have led to a rapid integration and the achievement of the required objectives.

The solution used did not require any changes to the security system, ensuring maximum reliability and low implementation costs.

Thanks also to the GANZ AI BOX solution, the client has shown the utmost attention in strengthening the measures to protect the health of its employees and consumers.

