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Partners' Success Stories: Inkryptis

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About the Company

Inkryptis is an IT solutions company established in 2013 in India. The company aims to provide data analysis to their customers through people counter service. The company offers people counting devices, assure learning management systems, and web and mobile applications development.



“... manager Ranganatha.KR had spoken directly to David from Footfallcam and our Marketing team also got the same lead. So, we have successfully done the demo at one of their stores in Bengaluru with Footfall counter and they really liked the solution.”

- Dhiren Panchal

Inkryptis Procurement Department

Current Status

- Partnered with Footfallcam for over 2 years
- Installed over 70 counters
- Counters installed in over 5 megamalls
- Earned an annual revenue of over \$22,000 USD in 2016 solely from Footfallcam

Opportunity

Prior to the partnership with Footfallcam, Inkryptis had sourced the people counting device from another company with limited feature. The people counting device originally sourced lacked video counting and reporting features, this made it impossible for their customers to gauge their performance based on sales revenue. Additionally, there was no tangible method of measuring accuracy and authenticity. This created doubt and duplicity in their brand since customers had no method of validating the claims of the people counter. Above all, the counter not only provided limited features and difficult installation process, it was cost prohibitive as well.

Solution

We introduced Footfallcam to procurement department of Inkryptis as a method to alleviate the issues they were experiencing with their old people counter. We showcased a unit of our Footfallcam to Inkryptis showing the multiple reporting functions of Footfallcam, instead of the sole visitor count. We also provided video counting measurement for customers to verify the authenticity of the counter, in a situation where they would doubt the claims of Footfallcam. Finally, we supported the installation of the devices throughout Inkryptis' rollout phase to ensure that all devices are in working condition.

Business Model

Financial resources for Inkryptis were scarce during the inception of Footfallcam in their company. Inkryptis had opt to handle their own installation process instead of sourcing an installer from Footfallcam. We assisted Inkryptis in releasing the burden of the installation process by guiding them step by step for installation process, as well as being ready in a moment's notice should any issue arise. This limitation was further diminished due to the simple one cable installation process of Footfallcam. In addition to limited financial resources, Inkryptis also experienced a shortage in labor due to the nature of a self-employed company. This created an issue in the control of data flow from the people counter, and in report generating. We were able to assist with this limitation by giving all our clients a free cloud server storage to host all their reports, and autonomously send the report to the customer on a scheduled notice.

Responsibilities

As one of our many authorized reseller, both Inkryptis and Footfallcam bears responsibility of various degree. This may be in include the rollout phase, the installation phase, the post sales services, and the maintenance of the counters.

Inkryptis

- ✓ Prospective Client Seeking – Inkryptis needed to find their own customers, and interact with them. This role extends to showcasing a demo unit of Footfallcam to potential clients and answering queries the customer may have on behalf of Footfallcam.
- ✓ Installation – Inkryptis opted to use their own installer, and thus is responsible for the actions and liaison with the installer and client.
- ✓ First Line Support – Customers of Inkryptis deals with the support technicians of Inkryptis on a first line basis. Footfallcam does not deal with the customers of Inkryptis, but will assist Inkryptis in dealing with the customers in the event an unforeseen situation arise.

Footfallcam

- ✓ Sales Lead Passing – Footfallcam redirect all sales lead from the country of operation for Inkryptis to Inkryptis themselves.
- ✓ Installation Support – Footfallcam is ready at any moment's notice to assist in the installation of counters, and provided training via Skype and WhatsApp to the installer appointed by Inkryptis.
- ✓ Second Line Support – Footfallcam trained Inkryptis' support personnel in how to support their customers, and provided remote support for Inkryptis.
- ✓ Verification – Footfallcam generated an accuracy report to Inkryptis for the to provide to their customers to review the validity of the accuracy of Footfallcam .

Customers of Inkryptis



Pandharpur Temple – 2 Units



Capital Mall Udaipur – 10 Units



Chun Mun Clothing – 2 Units



Ambajimela – 30 Units



Infiniti Mall – 30 Units