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# Partner Success Stories: Detectag

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## About the Company

Detectag is one of Ireland's leading suppliers of anti-theft equipment to the retail and commercial sectors. Detectag mostly deals in B2B operations with a diversified product offering. Detectag offers anti-theft security equipment in the form of retail tags, counterfeit currency detection, electronic gadgets theft detection, and internal theft prevention systems.



## Detectag Retail Services

**“We have a large number of customers waiting for install.**

**Thank you for fulfilling our requests at such late notice.”**

- Joyce Keeley  
Detectag Retail Services Ltd.  
Director

### Current Status

- Installed over 300 counters
- Partnered for over two years
- Installed Footfallcam in major shopping malls around Ireland
- Earned an average of 500,000 USD in 2016 solely from Footfallcam

## Opportunity

As the leading anti-theft equipment in all of Ireland, Detectag is always searching for business solutions to add to their range of products. Prior to the collaboration with Footfallcam, the Irish market has become saturated in the people counting industry. The growth towards new development in people counting technology has grown stagnant. Detectag sampled various people counters before adopting Footfallcam as its people counter of choice. The other people counters sampled by Detectag did not incorporate an all-in-one solution. Rather, the people counters made consumers choose one model from many different type, each with its own unique function for different environment. This forced Detectag to order a mass quantity of different counters to accommodate different customers, a risk no distributor was willing to take.

## Active Support

Initially, Detectag was inexperienced and did not know how to operate Footfallcam. Footfallcam provided training for Detectag on supporting their customers by holding monthly meetings with Detectag. Footfallcam then designated a technician for Detectag to assist them with any enquiries customers may have when dealing with Detectag. Detectag was also unsure of the general market price of Footfallcam, and was unaware of the many usage customers may have for the business analytical data Footfallcam provides. Footfallcam designated an account manager for Detectag to resolve all their issues, and guide them on the many ways the metrics of Footfallcam can be read, as well as the actions to be taken when faced with the data. Additionally, Footfallcam regularly receives feedback from Detectag and uses it as a basis for the development of Footfallcam.

## Solution

Footfallcam proposed a solution for Detectag. Footfallcam offers continuous development to the product as opposed to producing newer models. This ensures Detectag and its customers alike that Footfallcam will never become obsolete. Footfallcam provides a comprehensive all-in-one people counter for Detectag, easing the difficulties of having to forecast the types of counters the customers of Detectag will need. Footfallcam is fully functional in all types of store environment with little regard to the ceiling height, while providing highly accurate analytical data with manual validation for customers to check the integrity of Footfallcam. Footfallcam also combined both video counting and wi-fi counting into one device, giving customers the opportunity to receive two different types of data for the price of one counter. This results in Detectag only needing to stock one type of people counter, rather than twice the quantity for the same features.

## Responsibilities

As an authorized distributor, Detectag is given exclusive rights to sell, modify, and promote Footfallcam in any method they see fit. Footfallcam and Detectag both share equal responsibilities in ensuring the success of the people counting industry.

### Detectag

- ✓ Prospective Client Seeking – Detectag is responsible for seeking clients that are interested in using Footfallcam.
- ✓ Demo Showcase – Detectag is responsible for offering demo units and showcase Footfallcam on behalf of Footfallcam to potential clients.
- ✓ Proposal – Detectag drafts a proposal to be used for all of their potential customers with the assistance of Footfallcam marketing materials.
- ✓ Pricing Strategy – Detectag is responsible for pricing the product at any value they see fit. Detectag bears the responsibility of ensuring the product is competitive.
- ✓ Customer Relations – Detectag is responsible for dealing with enquiries from their clients.
- ✓ Complete Support – Detectag provides 1<sup>st</sup> and 2<sup>nd</sup> line support to their clients. Detectag monitors the health and maintenance status of their clients' counters and liaise with them in resolving connectivity issues.
- ✓ Payment – Detectag bears the sole responsibility of setting the payment term, purchase order arrangement, and invoicing of their clients.

### Footfallcam

- ✓ Sales Lead Passing – Footfallcam redirects any and all potential sales lead to Detectag.
- ✓ Continuous Development – Footfallcam is responsible for continuously developing new features and improvement to the product.
- ✓ Quality Assurance – Footfallcam ensures that all product sent out to Detectag is of the highest standard and guarantees functionality or a free replacement unit.
- ✓ Training – Footfallcam provides training material and marketing materials for Detectag to enhance their understanding of the product, and for them to assist their clients better.
- ✓ Continuous Development – Footfallcam regularly develops new feature based on feedback and customization requests received from Detectag.
- ✓ Regularly Scheduled Meetings – Footfallcam regularly host a meeting with Detectag on guiding them on all the newest developmental features of the counters, as well as informing them of any changes to marketing materials.

## Customers of Detectag



[Regatta](#) – 150 Units



[Bannon](#) – 50 Units



[Eir Meteor](#) – 50 Units



[Synchro](#) – 50 Units



[Carlow Shopping Centre](#) – 10 Units