FootfallCam Analytic Manager V8™ - FC-FAMV801

Centralised Management Analytics Software
FootfallCam Analytic Manager V8™ 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 V8™ provide the full analysis of traffic data for individual stores and across multiple store locations, region and the entire chain including:

(a) Visitor entering and exit at the entrance,
(b) Sales conversion,
(c) Queue counting,
(d) Heatmap reporting,
(e) Live occupancy,
(f) Shopping mall traffic flow and
(g) Other Wi-Fi metrics like passerby, visit duration, returning customer and etc.

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 proactive 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 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
www.footfallcam.com

Datasheet

Key Features
- Easy to Set Up
- Available on web, tablet and mobile
- Counter and Branch Details Configuration
- Pre-defined 15+ Reports and 60+ KPIs
- Health Check Monitoring
- Import Sales Data for comparison with Footfall
- Data Export or Integrate with 50+ Business System
- Account Management
- Email Scheduler
- Regular Backup
- Support Multi Language

Minimum Server Requirements
- Operating System: Window Server 2012 R2 and above
- Windows Browser: Google Chrome (Current Version)
- Storage: 500GB to 2TB support up to 2000 Devices
- Processor: 3.1 GHz (64-bit Processor) with Multi-Core
- Physical Memory: 16 GB
- Web Server: Internet Information System (IIS) 7.0 and above
- Microsoft .NET Framework Version: 4.0
- Database: MS SQL Server 2016 and above

Software Specifications
- Interface: Https
- Compatible Browser: IE7 or Later
- Mozilla Firefox or Later
- Chrome Version 4.0 or Later
- Safari
- User Levels: 2 levels: Administrator, Standard User
- Ethernet: 10/100 Mb Ethernet
- Time: NTP, Adjustable time zone, automatic day light saving adjustments
- Data Delivery: TCP/IP
- Database Type: SQLite
- Report format: .csv, .xml, .txt
- 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 Version Upgrade: Auto Upgrade
FootfallCam Analytic Manager V8™ Server Options:

<table>
<thead>
<tr>
<th></th>
<th>FootfallCam Cloud Server</th>
<th>Install at Client’s Server</th>
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</thead>
<tbody>
<tr>
<td>Descriptions</td>
<td>Software and data stored at FootfallCam hosted server. Retailer able to access via web browser with a secured password or login account.</td>
<td>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.</td>
</tr>
<tr>
<td>Pricing</td>
<td>Free</td>
<td>$300 One off set up fee</td>
</tr>
<tr>
<td>Software Core Features</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Max Number of Devices</td>
<td>Unlimited</td>
<td>Support up to 2000 devices with 2TB storage</td>
</tr>
<tr>
<td>Analytics and Reports</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Email Scheduler</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Compare data by store, by time and by different metrics</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Custom Dashboard created by user</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>User Account Management</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Health Check Reports</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Accuracy Audit Function</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Sales Data/ POS Integration</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Data Export in csv, pdf, txt and excel format</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Counter and Branch Management</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Multi Language</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Remote Access to the counter</td>
<td>Yes</td>
<td>Yes, provided the device is within the same network</td>
</tr>
<tr>
<td>Firmware Upgrade</td>
<td>Automate</td>
<td>Automate, however customer able to control the quantity upgrade per day</td>
</tr>
<tr>
<td>Software upgrade</td>
<td>Automate</td>
<td>Automate</td>
</tr>
<tr>
<td>Backup and Security Protection</td>
<td>Automate daily backup in cloud server</td>
<td>Backup function available for retailer to set up your own backup</td>
</tr>
<tr>
<td>Data backup</td>
<td>Automate daily backup in cloud server and client’s server</td>
<td>Automate daily backup</td>
</tr>
<tr>
<td>Configuration setting backup</td>
<td>Automate daily backup in cloud server and client’s server</td>
<td>Automate daily backup</td>
</tr>
<tr>
<td>Contingency backup</td>
<td>Weekly backup to sub server</td>
<td>Not Available</td>
</tr>
<tr>
<td>Data Protection</td>
<td>Yes</td>
<td>Yes</td>
</tr>
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