FootfallCam Webinar

Supermarket Solution

FootfallCam ™

Agenda

- Intelligent Technology for Supermarkets

- Solution #1: COVID-19 SafeOccupancy™ Solution

- Solution #2: Queue Counting Solution

- Solution #3: Electronic Shelf Label

- Smart Supermarket Solutions

- Getting Started for Partners

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Requirements from the Supermarket Industry

Here are some of the major concerns from the supermarket industry:

1. "How can I automatically control the number of visitors in the supermarket to comply with social distancing guideline?"
   Live Occupancy Monitoring System

2. "How can I manage the staff level on the shop floor to match the current occupancy?"
   Live Occupancy Dashboard

3. "How many checkout lanes should I open right now to minimise the queue waiting time?"
   Queue Management Dashboard

4. "How do I make sure that the stocks are always available on the shelf to avoid missed sales opportunities?"
   Empty Shelf Alert

5. "How can I dynamically update my pricing for perishable items such as fresh fruits and vegetables?"
   Dynamic Pricing

6. "How can I synchronize my pricing across multiple supermarkets during a campaign?"
   Instant Pricing Update

7. "How can I quickly pick up the right items from the right shelf?"
   Stock Picking

Smart Supermarket Solution

With our large portfolio of IoT solutions, we have narrowed down to these three solutions that will target the supermarket industry:
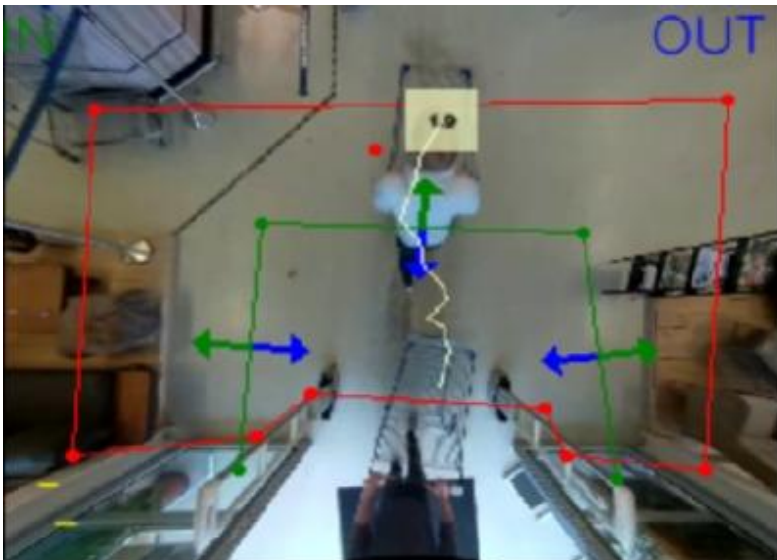
1. Live Occupancy Monitoring System:
   Control occupancy level in real-time without the need to employ a physical personnel

2. Queue Monitoring Solution:
   Optimise checkout operation by opening the right number of cashier lanes at the right time

3. Electronic Shelf Label System:
   Simplifying store operation with efficient pricing update, tracking product location and auto-detecting empty shelves

Intelligent Technology for Supermarkets

Smart Supermarket Solutions

- FootfallCam is able to provide an end-to-end smart supermarket solution, to help supermarkets to enhance their operation execution with a set of actionable KPIs.

Case Studies

- Some of our biggest customers include:

  - Whole Foods: 500 stores in the US

  - Makro: 2,200 stores in 32 countries

  - Amway: Operates in over 100 countries

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#1:
Live Occupancy Monitoring System

How does it work?

Showcase
Live Occupancy Monitoring System Counting

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Occupancy Control Signal
☺
ENTRAR ENTER
9 / 10

Live Occupancy Monitor
Occupancy: 8

Watch how it works: https://youtu.be/wVO_RszdNBI

People Counter

1

0 / 5
SafeOccupancy™

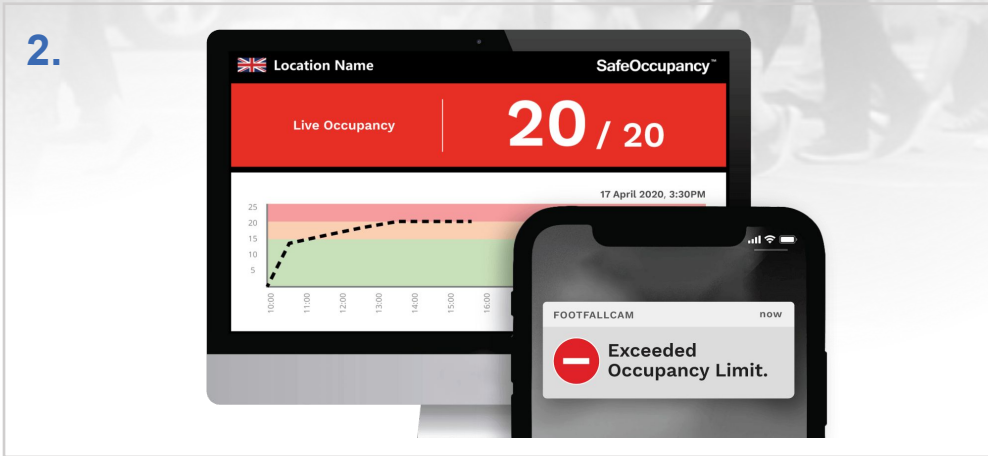Occupancy Control Traffic Light

Install People Counter at entrances and exits

- Above 95% accuracy with 3D stereoscopic video technology

- Wide coverage of entrance with dual fisheye lens

- Long durability with high quality industry steel case

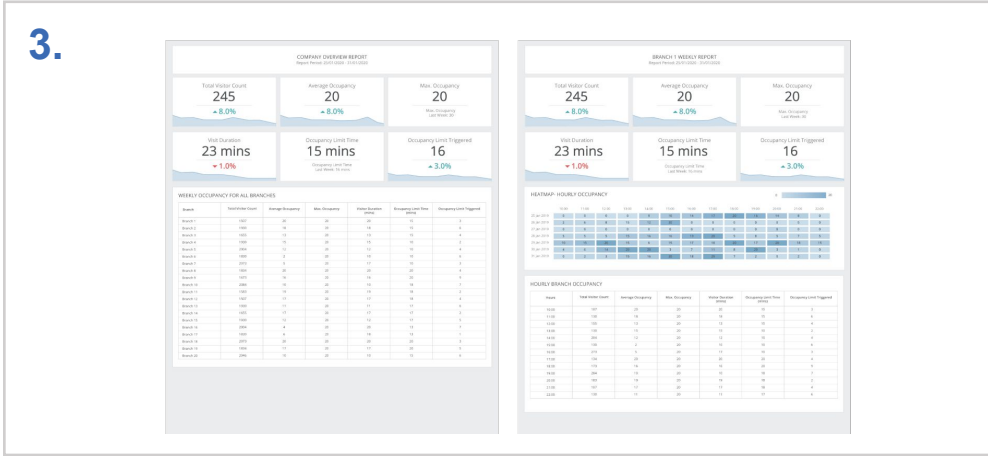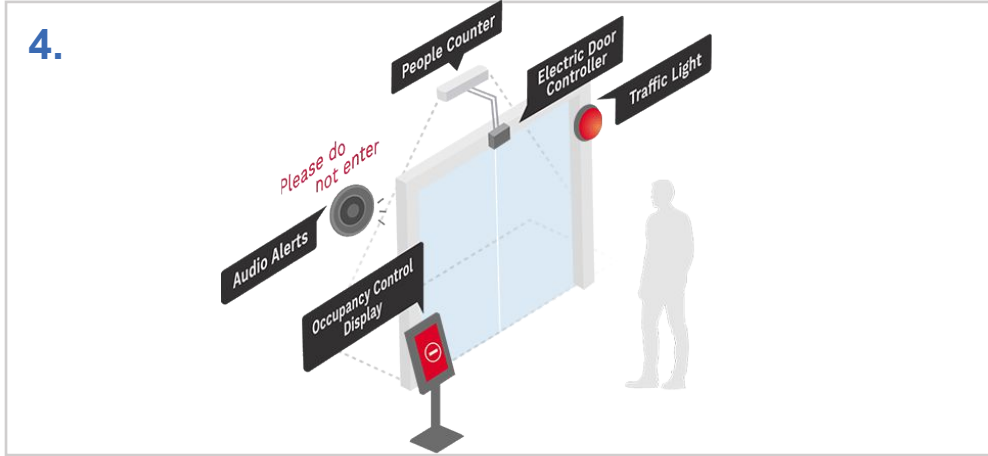- Find out more by watching our COVID-19 live occupancy solution webinar here:

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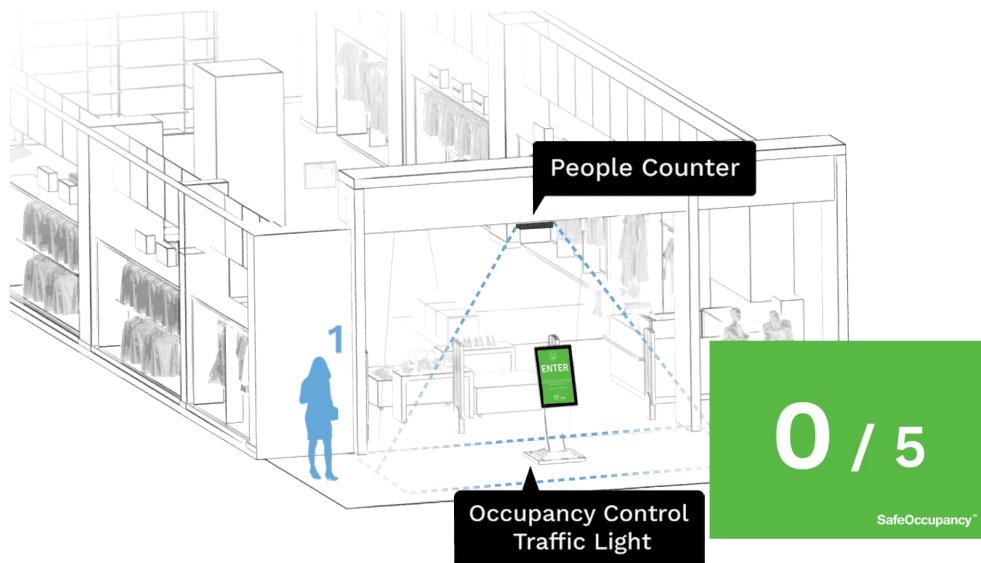
SafeOccupancy™ Key Features

1.

Customer-facing dashboard showing live occupancy

2.

Employee-facing dashboard and staff alert notification system
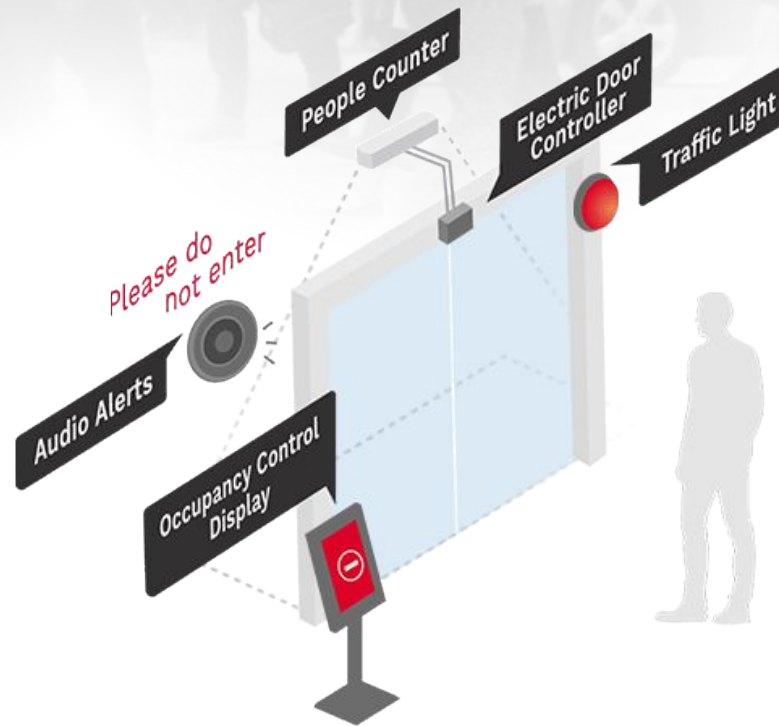
3.

Occupancy reports including customer behaviour and employee performance

4.

Additional alert options such as traffic light, electric door controller, and audio alerts

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Different Options for Notification

|	When the occupancy limit is BELOW the threshold	When the occupancy has EXCEEDED the threshold
Traffic Light	Turns green	Turns red
Audio Alert	Broadcast welcome message	Send out audio warning messages to prevent customers from entering
Electric Door Controller	Allows customers to enter	Automatically closes the door to prevent more customers from entering

#2:
Queue Monitoring Solution

Overview of Queue Management System

"We have sensors that sense the number of customers entering a store and predict the checkouts that need to be open ... we can monitor and manage the service customers get much more precisely — by customer, by store and by the minute."

Sir Terry Leahy, former CEO – Tesco

Checkout Supervisor Dashboard

Currently Open	Required Now	Open in 30 mins
3	5	6
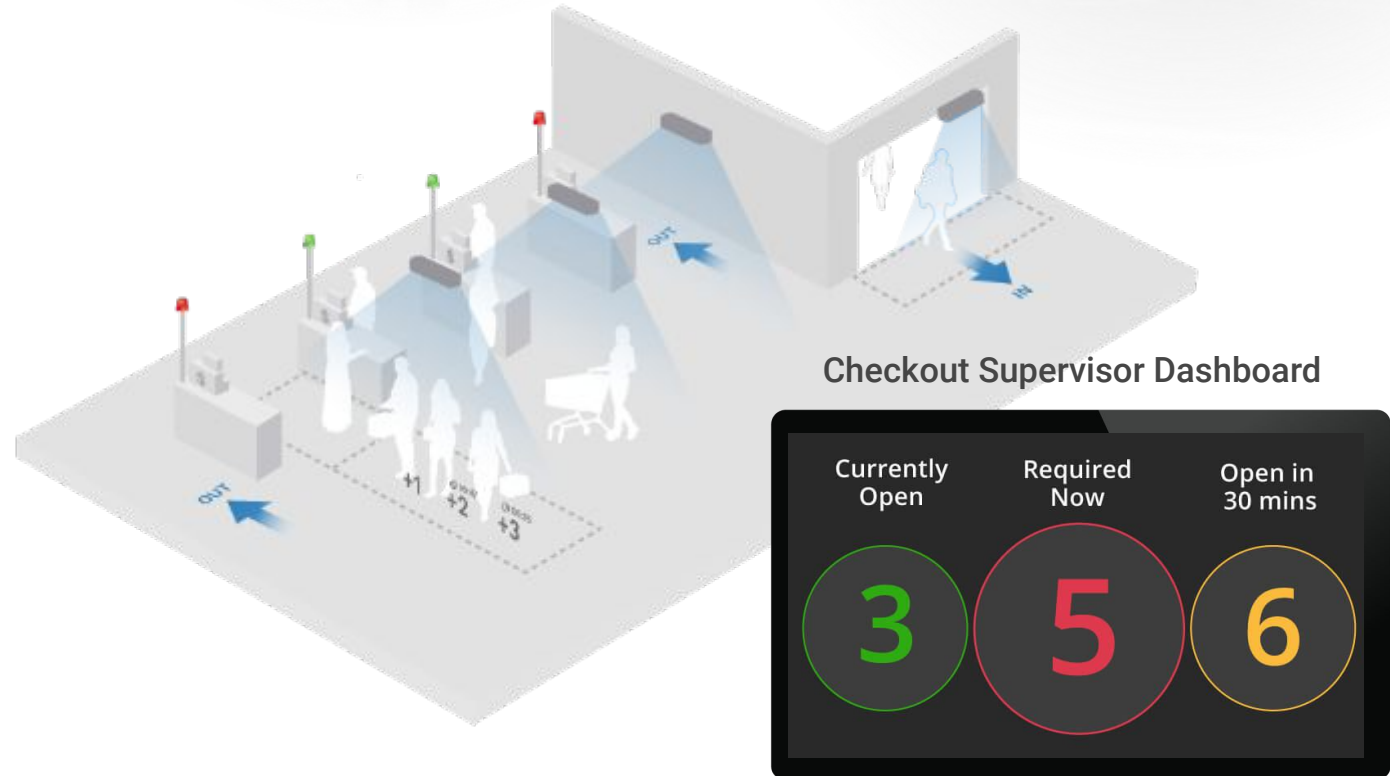
## Why Queue Management System?

- According to survey, the single point of frustration for customers is that they have to queue up very long to checkout.

- Checkout supervisors have to ensure the checkout lanes opened are sufficient based on the current queue length.

- A tool to assist checkout supervisors in carrying out their task efficiently and accurately.

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Lane Scheduler
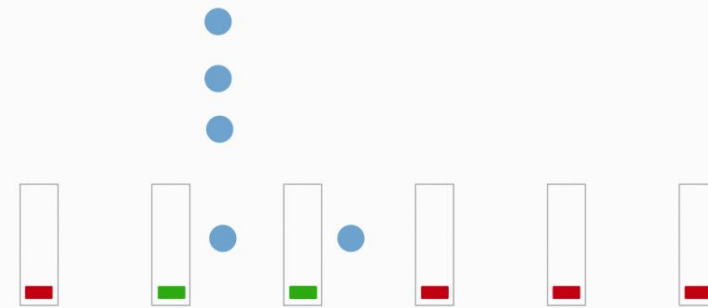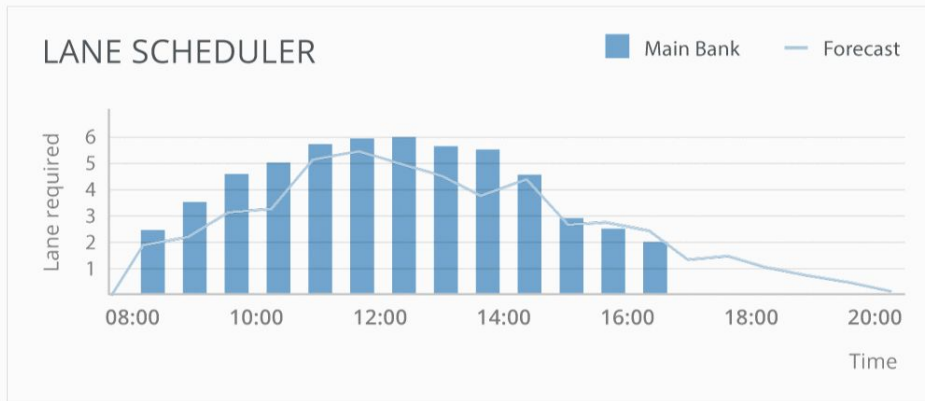
- Manage the staffing requirements weeks in advance based on historical data and the best estimates of the future traffic.

- A structured approach to scheduling whilst enabling labour cost optimisation and improving customer service.

Queue Predictor
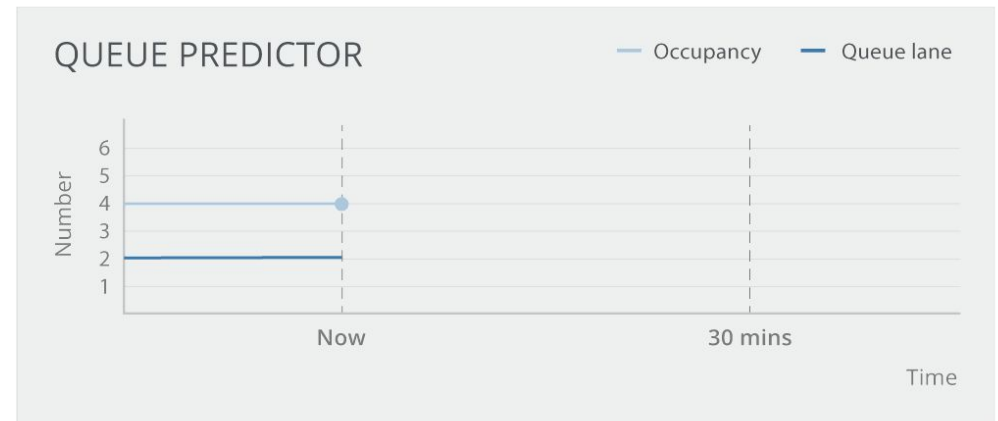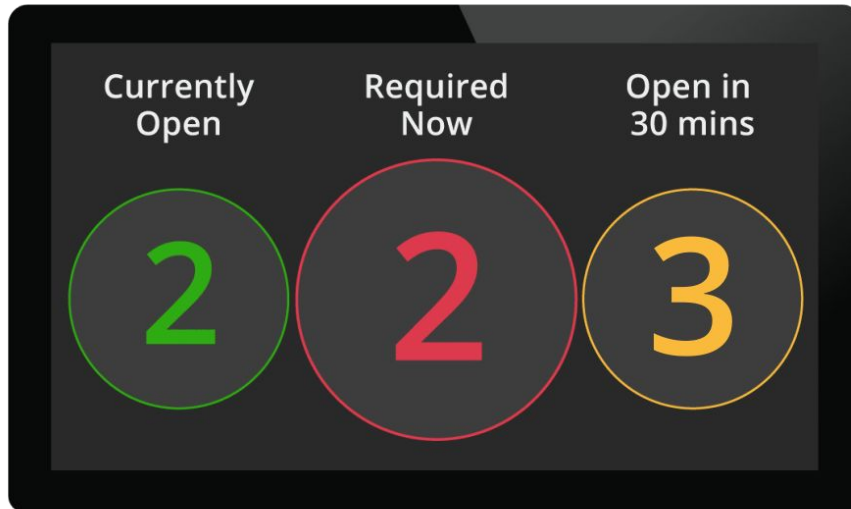
- **Predicted analysis** based on **current occupancy** and **historical data pattern** for store manager to assist in decision making such as:

  - Cope with imminent increase in demand by opening new lanes.

  - Redeployed the staff from checkouts to other areas.

Checkout Supervisor Dashboard
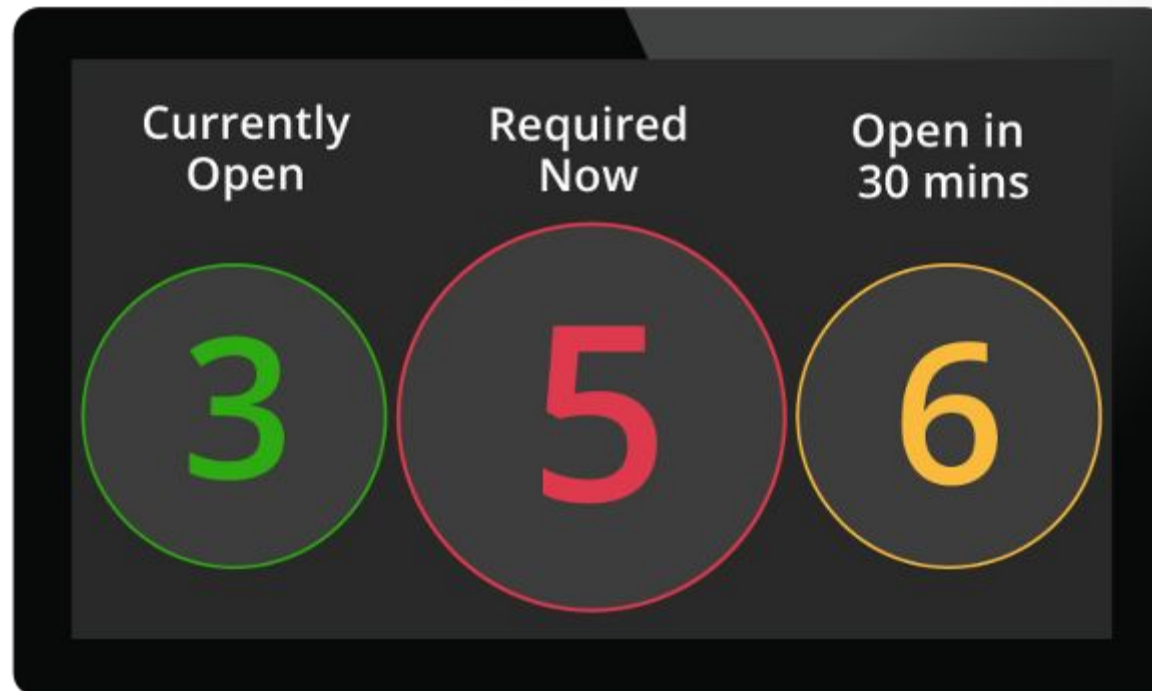
Checkout Supervisor Dashboard

- Display the number of active lane and the actual number of lane require based on current demand.

- **Predict the number of lane needed in the next 30 minutes** to maintain desired service quality.

- To improve operational efficiency and reduce labour cost.

- Generate an **instant notification** to store manager when service time limit is breached.

Queue Management Report

Measure KPI Performance across all branches.

1 **How long customers have to wait in the queues?**

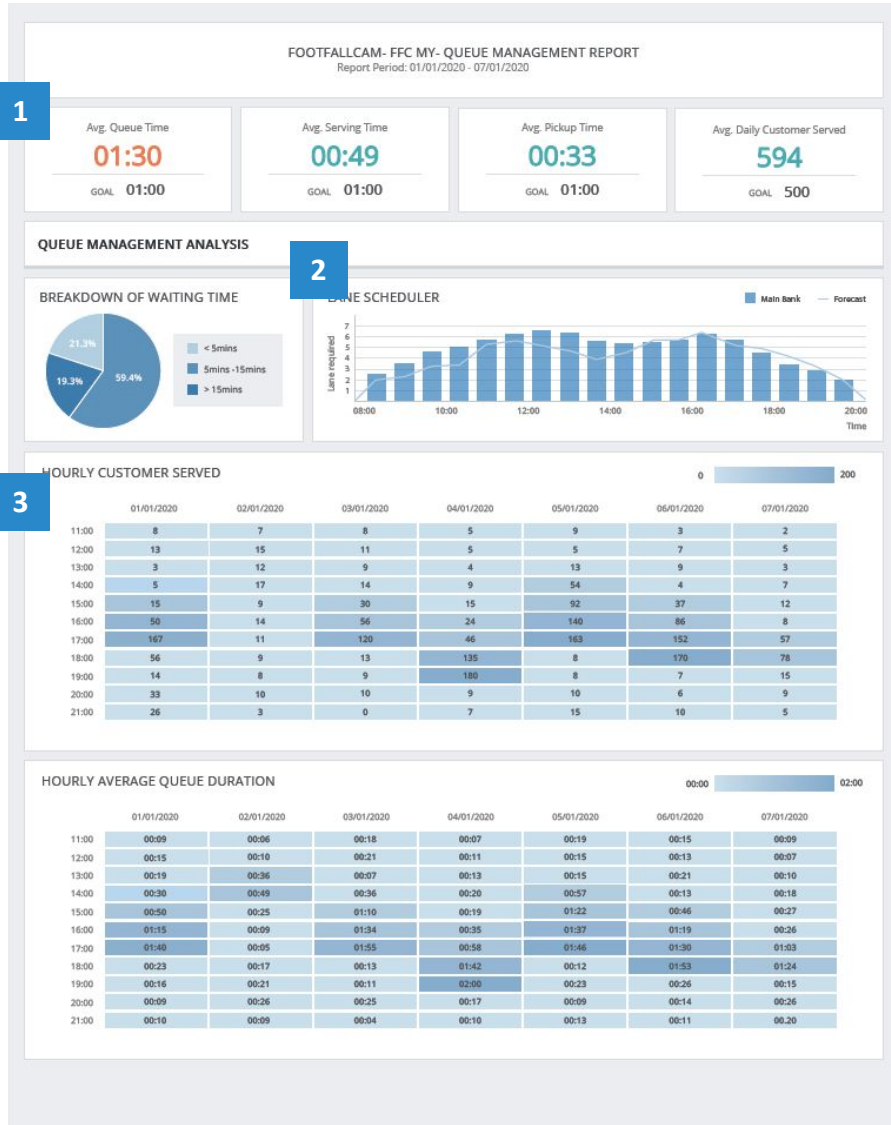Clear insight into the queue condition based on Queue Length, Queue Duration, Serving Duration.

2 **The Number of Lanes Opened**

Pre-plan for checkout lane in advance based on **historical data** and the best estimates of the future traffic.

3 **Identify the Peak Hours and Long Queue**

Manage the staff deployment based on peak hour to prevent lost of potential customer due to excessive queue lengths.

View Sample Report here.

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#3:
Electronic Shelf Label System (ESL)

LabelNest™ - Electronic Shelf Label System

LabelNest is a complete system solution designed to simplify store operation with efficient pricing update, tracking product location and auto-detecting empty shelves. At the same time, LabelNest also helps business owners track store performances by measuring customer engagement metrics on a product-level and make data-driven business decisions.
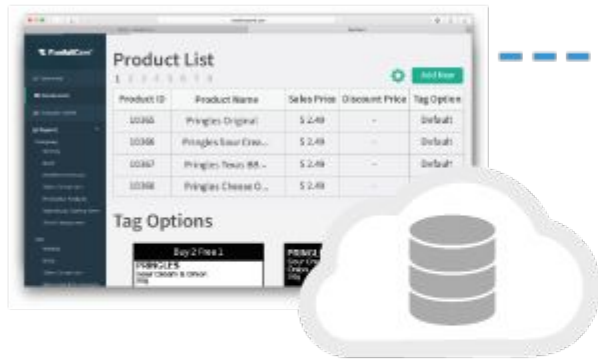
Find out more by watching our Electronic Shelf Label solution webinar here: https://youtu.be/W6eio-0NTnc

Dynamic Pricing

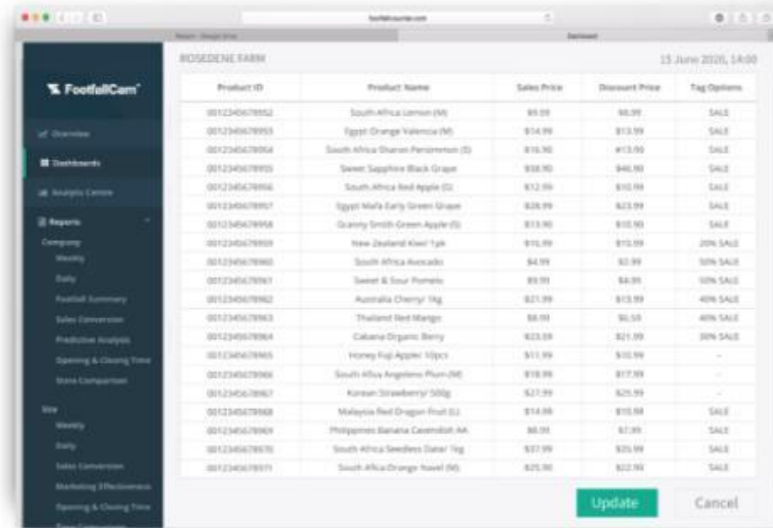Watch how the pricing updates are carried out for ESLs in bulk here

Accurate, Reliable Pricing

- Instant update of pricing for perishable produce
- Avoid pricing mismatch between stores when there is a pricing update
- Carry out bulk updates of any pricing changes through LabelNest Platform Manager centrally
- Ensure the pricing integrity so that the pricing on the shelf is the same as the price at the POS

Reduce Labour Cost

- Automated pricing update helps to:
  - Replace the need to have dedicated personnel to update and audit the pricing changes
  - Prevent human error during manual pricing updates
  - Reduce loss of sales or stock issues due to wrong pricing

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Stock Picking

LED Light-Assisted Stock Picking

- As some of the supermarkets are moving towards e-commerce, there is a higher need for stock picker
- Speed up the stock-picking process by identifying the flashing LED lights of the ESL label of the picked items
- **Identify the optimum routes using planogram of the stores for** product picking convenience.

Useful for Resource-Constrained Businesses

- Increase efficiency in **stock-picking.**
  - **Reduces** the **need for training** and **store knowledge.**
  - **Staffing becomes easier** and **much more affordable.**

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Product Geolocation

Watch how it works: https://youtu.be/_O4wRPdhTCE

Automated ESL Tag Positioning

- To **automatically locate** the latest geo-location of every product **after every repositioning.**
- Using the camera to **visually geo-locate the flashing LED light** during non-operating hours to find the exact location of the ESL tag with an **accuracy of less than 5mm.**

Linking the Product Position and Movement of Shopper

- Able to **pinpoint the exact product location**, and by tracking the shopper's movement, information on **customer engagement with products** can be derived.

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Product Engagement Analytics

Watch how it works: https://youtu.be/pfpuIj4W-1Q
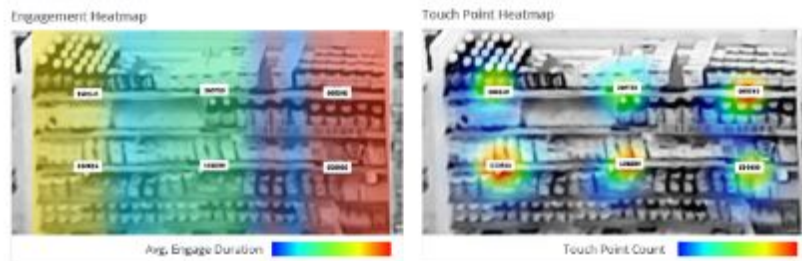
Link to download sample reports here

Answering managerial concerns based on data-driven metrics and analysis

- What is the market response to each of the product?

- What is the sales conversion for each item?

- Are my products being placed effectively for customer engagement?

- What are my best-performing and worst-performing products?

- Are my products performing the same across the different branches?

- How can supermarkets capitalize on the product engagement analytics by selling it to the suppliers?

Reporting Suite

Product Engagement Report

AMWAY MALAYSIA – AMWAY PONDEROSA – PRODUCT ENGAGEMENT REPORT
Report Period: 25/01/2020 - 31/01/2020

Total Product	Total Product Engagement	Total Product Touched	Highest Product Engagement Rate
309	15332	7800	44.18% Soy Protein (Chocolate)

Highest Product Touched Rate	Highest Product Sales Conversion
99.31% L.O.C. Kitchen Cleaner	92.31% Anti Hairfall Conditioner

Total Category	Total Category Engagement	Total Category Touched	Highest Category Engagement Rate
7	15332	7800	39.79% XS

Highest Category Touched Rate	Highest Category Sales Conversion
85.22% Personal Shopper	95.45% Home Tech

CATEGORIES PERFORMANCE BY CATEGORY ENGAGEMENT RATE

Category	No. of Passer-By	No. of Product Engagement	No. of Product Touched	Quantity Sold	Category Engagement Rate (%)	Category Touched Rate (%)	Category Sales Conversion (%)
XS	1040	687	570	228	39.79%	82.97%	39.91%
Home Care	1400	900	675	438	39.13%	75.03%	64.81%
Artistry	1554	933	687	350	37.52%	73.63%	50.95%
Nutrilite	1411	834	630	525	37.16%	75.54%	83.33%
Home Tech	1526	864	660	630	36.15%	76.39%	95.45%
Personal Care	1558	735	600	308	32.08%	81.63%	51.33%
Personal Shopper	2517	630	588	389	21.52%	85.22%	66.07%

SHELF ENGAGEMENT HEATMAP

Shelf 1A
Product:
ARTISTRY HYDRA-V
- Refreshing Gel (50ml)
- Fresh Foaming Cleanser (125ml)
- Fresh Softening Lotion (200ml)
- Nourishing Gel Cream (75ml)
- Refreshing Eye Gel Cream (15ml)

2.25M WIDE FOOTWAY

Product Engagement Analysis

PRODUCT ENGAGEMENT ANALYSIS

TOP 20 PRODUCTS BY PRODUCT ENGAGEMENT RATE

Product	Category	No. of Product Passer-By	No. of Product Engagement	No. of Product Touched	Quantity Sold	Product Engagement Rate (%)	Product Touched Rate (%)	Product Sales Conversion (%)
Soy Protein (Chocolate)	Nutrilite	369	292	60	30	44.18%	20.55%	50.00%
Iron Folic	Nutrilite	316	249	58	36	44.07%	23.29%	62.07%
Firming Mask	Artistry	297	229	190	65	43.54%	82.97%	34.21%
Enriching Eye Cream	Artistry	400	300	225	125	42.86%	75.00%	55.56%
Daily (120tab)	Nutrilite	385	385	150	100	42.56%	52.63%	66.67%
Soy Protein (Mixed Berries)	Nutrilite	328	234	66	44	41.66%	28.21%	66.67%
eSpring Tubing	Home Tech	410	291	94	45	41.51%	32.90%	47.87%
Softening Lotion	Artistry	444	311	229	100	41.19%	73.63%	43.67%
Renewing Peel	Artistry	403	278	210	150	40.82%	75.54%	71.43%
Lifting Cream	Artistry	436	288	220	180	39.79%	76.39%	81.82%
Final Step Finishing Spray	Personal Care	371	242	88	62	39.48%	36.39%	70.45%
CH Balance	Nutrilite	403	262	55	25	39.40%	20.99%	45.45%
Siberian Ginseng	Nutrilite	436	271	94	66	38.33%	34.09%	70.21%
Milk Thistle	Nutrilite	485	293	100	49	37.66%	34.13%	49.00%
Aloe Care	Personal Care	350	210	170	77	37.50%	80.95%	45.29%
Gel Cleanser	Artistry	445	245	200	88	35.51%	81.63%	44.00%
EPO Plus	Nutrilite	540	297	59	25	35.48%	19.87%	42.37%
Refresh Lemon (Stick)	Nutrilite	497	169	58	30	35.12%	20.82%	53.57%
Hair Oil Serum	Personal Care	502	266	66	30	34.60%	24.81%	45.45%
L.O.C. Glass Cleaner	Home Care	324	167	79	45	34.01%	47.31%	56.96%

BOTTOM 20 PRODUCTS BY PRODUCT ENGAGEMENT RATE

Product	Category	No. of Product Passer-By	No. of Product Engagement	No. of Product Touched	Quantity Sold	Product Engagement Rate (%)	Product Touched Rate (%)	Product Sales Conversion (%)
eSpring Diverter	Home Tech	899	134	100	45	16.05%	74.63%	45.00%
Vergold Roasted Seaweed	Personal Shopper	500	100	30	15	16.67%	30.00%	50.00%
Vergold Crunchy Delights	Personal Shopper	697	146	97	66	17.32%	66.44%	68.04%
Meat Curry Premix	Personal Shopper	591	130	44	22	18.03%	33.85%	50.00%
Overnight Repair	Personal Care	554	129	111	46	18.89%	86.05%	41.44%
eSpring Wall Mount Kit	Home Tech	554	129	111	46	18.89%	86.05%	41.44%
L.O.C. Kitchen Cleaner	Home Care	594	145	144	88	19.62%	99.31%	61.11%
L.O.C. Soft Cleanser	Home Care	386	104	55	30	21.22%	52.88%	54.55%
Noxxa NutriMix Blender	Personal Shopper	593	166	75	44	21.87%	45.18%	58.67%
Noxxa Food Steamer	Personal Shopper	483	145	65	55	23.05%	44.83%	84.62%
Styling Cream	Personal Care	449	140	50	33	23.77%	35.71%	66.00%
Volumising Mousse	Personal Care	449	140	100	54	23.77%	71.43%	54.00%
Light Lotion	Artistry	719	230	196	111	24.24%	85.22%	56.63%
Noxxa Noodle Maker	Personal Shopper	515	170	90	56	24.82%	52.94%	62.22%
Bilberry Plus	Nutrilite	586	199	52	26	25.35%	26.13%	50.00%
Anti Hairfall Pack	Personal Care	500	185	100	50	27.01%	54.05%	50.00%
Soy Protein (Green Tea)	Nutrilite	525	202	100	55	27.79%	49.50%	55.00%
Anti Hairfall Conditioner	Personal Care	487	190	130	120	28.06%	68.42%	92.31%
Anti Hairfall Shampoo	Personal Care	490	196	145	85	28.57%	73.98%	58.62%
CoQ10 Plus	Nutrilite	588	238	93	44	38.64%	41.05%	44.49%

Product Engagement Report

Product Engagement Analysis

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Empty Shelf Alert

Watch how it works: https://youtu.be/jQfPqjguP64

Empty Shelf Detection

- Using Skeleton Tracking, the distribution of products in shelf can be detected through the built-in lenses of the ESL transmitter

- Alerts (text messages) sent to staffs when shelf is detected as empty

Avoid Missed Sales Opportunities

- Staffs can carry out the quick replenishment of stock

- Reduce customer's frustration and avoid unnecessary compensations

- Reallocate the staff to focus on other priority tasks instead of focusing on stock level monitoring
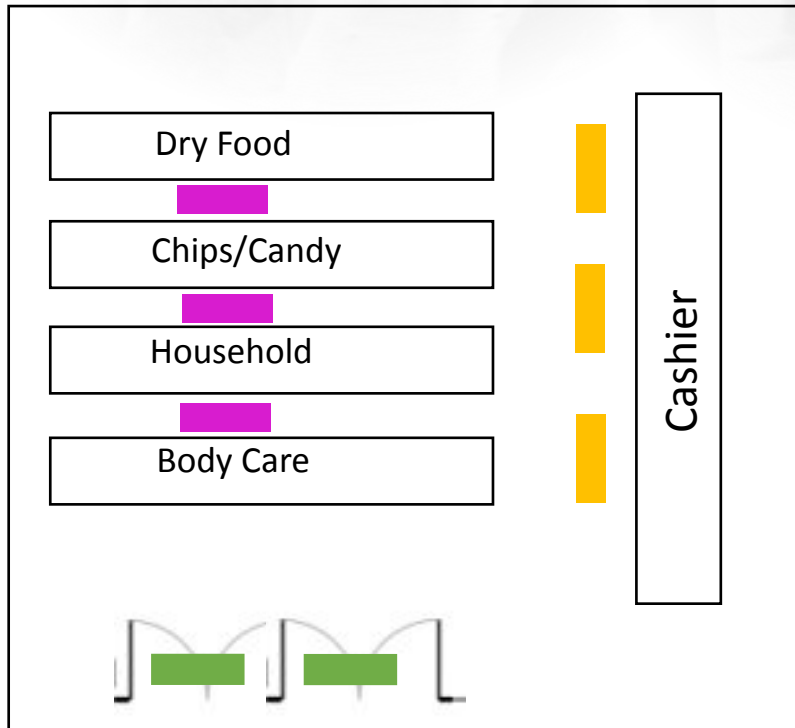
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Smart Supermarket Solution

3x solutions in one system

Proposed Business Solutions

Solutions	Number of camera	Camera Indicator
1. Live Occupancy, Footfall, Queue Prediction	2x	
2. Queue Counting at the Cashiers	3x	
3. ESL, Product Geolocation, Customer-Product Engagement, Heatmap	3x	

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API: Integrate with ERP applications
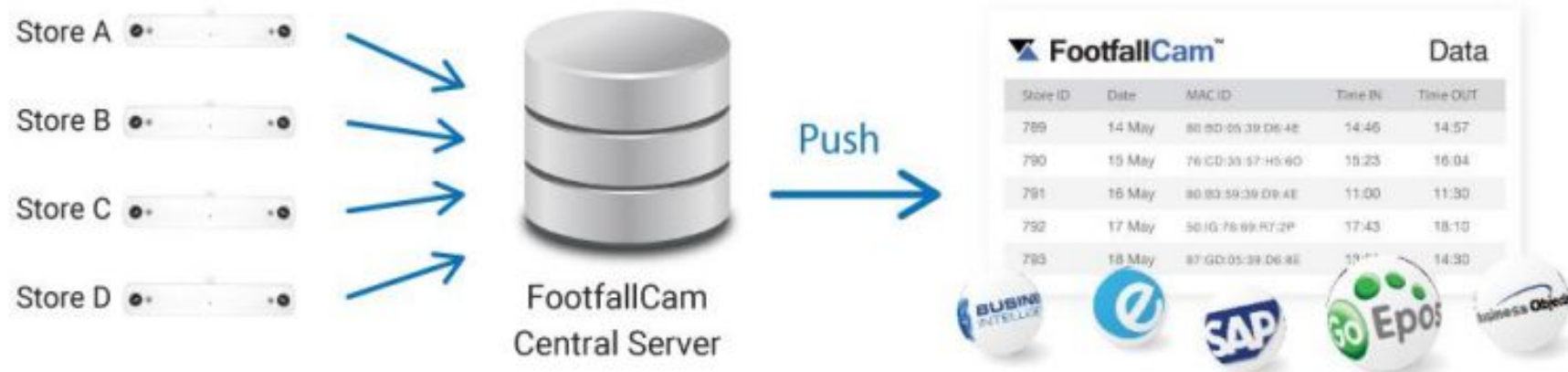
Valuable insights on business KPIs

- Push and pull integration options:
  - Send data directly from the counter
  - Send data from the server (FootfallCam's cloud server or customer's own corporate server)
- Compatible with commonly used BI/ERP systems such as GoEpos, BusinessObjects, SAP ERP, etc.
- Create customized reports by combining customer's existing ERP data with the footfall data from our counter
  - Generate more in-depth and intelligent business insights by adding another layer of footfall data
- Link to our API documentation here:
  https://www.footfallcam.com/Content/data/documents/Download-Page/FootfallCam-API-Documentation.pdf

Getting Started for Partners

Identifying the Characteristics of the Demand for Supermarket Solution

- Supermarkets will have immediate high demand for occupancy control solutions
- Target key decision-makers such as CEO and Directors
- Quick and high conversion rate from cold emails and cold calls
- Get your foot in the door by selling SafeOccupancyTM first
- Propose queue counting and electronic shelf label solutions as the second and third phase

How will FootfallCam work with our partners?

- FootfallCam will provide support to our partners in each step of the sales process
  - Solution consultation
  - Floor plan design
  - Drafting proposals
  - Monitoring during trials
  - Installation support during rollout
- Partners' role:
  - Understanding and locking down customer's requirement
  - Advancing the sales process by guiding the customer
  - Having the right action plan for each step of the sales process

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Useful Links

Solutions	Items	Links
Live Occupancy Monitoring System	SafeOccupancy™ Solution Slides	https://www.footfallcam.com/Content/data/documents/Download-Page/Webinar/COVID-19-Live-Occupancy-Control-System.pdf
	FootfallCam 3D Pro2™ Datasheet	https://www.footfallcam.com/Content/data/documents/Download-Page/Spec-Sheet/FootfallCam-3D-Pro-2-Datasheet.pdf
	FootfallCam Analytics Manager V8™	https://www.footfallcam.com/Content/data/documents/Download-Page/Spec-Sheet/FootfallCam-Analytics-Manager-Datasheet.pdf
	FootfallCam API Document	https://www.footfallcam.com/Content/data/documents/Download-Page/FootfallCam-API-Documentation.pdf
	SafeOccupancy™ – Live Occupancy Video	https://youtu.be/wVO_RszdNBI
LabelNest™ Electronic Shelf Label System	LabelNest™ ESL Solution Slides	https://www.footfallcam.com/Content/data/LabelNest_ESL_Solution_Slides.pdf
	LabelNest™ Electronic Shelf Label Datasheet	https://www.labelnest.com/Content/documents/LabelNest-Datasheet.pdf
	ESL Transmitter Datasheet (FootfallCam 3D Pro2™)	https://www.footfallcam.com/Content/data/documents/Download-Page/Spec-Sheet/FootfallCam-3D-Pro-2-Datasheet.pdf
	LabelNest Platform Manager (FootfallCam Analytics Manager V8™)	https://www.footfallcam.com/Content/data/documents/Download-Page/Spec-Sheet/FootfallCam-Analytics-Manager-Datasheet.pdf
	FootfallCam API Document	https://www.footfallcam.com/Content/data/documents/Download-Page/FootfallCam-API-Documentation.pdf
	Sample Product Engagement Report	https://www.footfallcam.com/Content/data/Site_-_Product_Engagement_Report_v1.0.pdf

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Q&A Session

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