Tr*ffic Pro™

A flexible people counting solution for small to medium businesses

Traffic Pro: Get the facts about visitor traffic, customer beh

Traffic Pro is a complete people counting solution. Its versatility means it is the perfect solution to gather short term or long term intelligence about customer traffic flow from a single entry location to a multi-level, multiple entry shopping centre.

Fully Integrated Packages

Traffic Pro is easy to use and manage. The system is quick, flexible and reliable. Above all, it's an accurate and powerful management tool that gives instant feedback about marketing strategies.

Traffic Pro delivers quality reports and graphs with detailed analysis. Users can instantly get access to a broad selection of reports detailing patterns in customer traffic flows, trends and sales conversion.

A complete people counting system to suit small and medium environments including:

Retail Shops, Department Stores, Shopping Centres, Hotels & Clubs, Tourist Venues, Sporting Facilities, Museums, Libraries, Art Galleries, Universities, Train Stations, Supermarkets or Public Facilities.
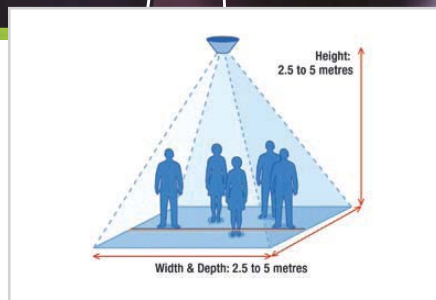
Traffic Pro Software

Traffic Pro software can be installed at a head office or an administration centre where multiple management levels can access it and utilise the information.

Benefits of the Traffic Pro software

- Easy to use, administer and navigate
- Microsoft XP®, Vista® and Windows 7® compatible
- Real time data collection
- Multitude of graphs, charts and comparison reports
- Instant monitoring of performance
- Remote monitoring
- Easily customised and saveable graph templates

aviour, occupancy, sales conversion and retail performance.

Traffic Pro software

The reporting and analytics built into Traffic Pro is a result of direct feedback from our customers, users and retail experts. A fundamental key performance indicator is sales conversion; this is the ratio of people who have purchased compared to the number of people who have visited. This statistic is an essential metric for running a successful retail business today.

Traffic Pro can automatically import data from a number of point-of-sale (POS) systems and can generate traffic, sales and sales conversion statistics. This gives management the full picture about retail performance and highlights areas for improvements.

This valuable information will provide management with instant feedback from sales and marketing strategies to determine the following Key Performance Indicators (KPIs):

> Merchandising performance

> Store/design performance

> Sales conversion

> Detailed visitor traffic profiling

> Benchmarking against other locations

> Trend analysis

Sales Conversion
How many have purchased?

This valuable information will provide management with feedback from sales strategies and in-store performance. The store with the highest sales is not necessarily the best performing. Sales conversion analysis allows retailers to identify which stores are turning visitors into customers.

Our customers use the Traffic Pro information in the follwing ways:

Sales conversion

> Provide in-store accountability

> Determine unrealised sales potential
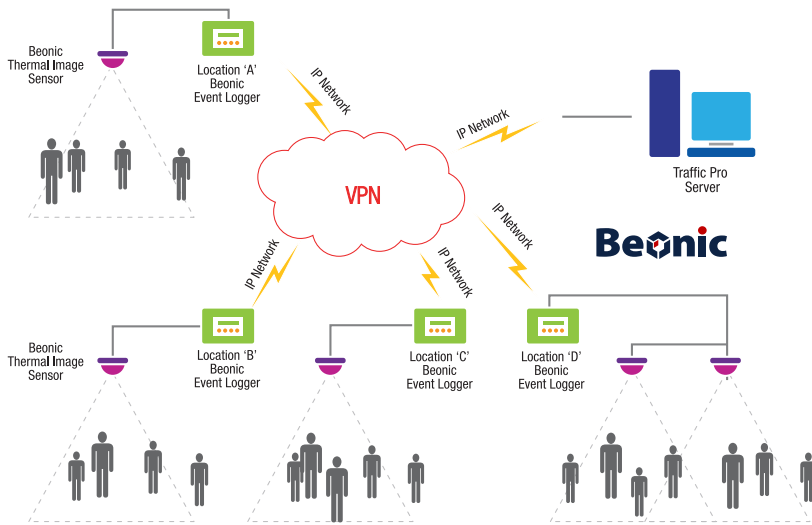
> Adjust sales campaigns quickly

Staff scheduling

> Roster for peak and slow periods

> Balance staff numbers with visitor numbers for better customer service

> Reduce costly over-staffing

Marketing effectiveness

> Monitor visitor traffic before and after campaigns

> Measure the success of promotions

> Redefine marketing strategies to increase sales conversion

Beonic Solutions Suite

Thermal Sensors

Beonic Thermal Sensors are accurate, reliable and specially designed for counting people in crowds and traveling simultaneously in both directions. Beonic Thermal Sensors are ceiling mounted and view people passing underneath. Beonic Thermal Sensors are not affected by common conditions that effect IR beam sensor and video based people counting sensors.

Installation

To get the best results, please speak to your Traffic Pro Reseller for advice about installation, commissioning, system auditing and alternative sensor arrangements.

System Requirements

Recommended PC running Microsoft Windows XP, 1gb RAM.

Vista® & Windows 7® Ready

The software offers a variety of automated data communication options using Raw-data File Transfer, Email data transfer. RAS dail-up, Direct Modem dial-up, RS-232, RS-422, RS-485 and IP based data networks.

Traffic Pro™

Feature Description	Available
Easy to use and manage	✔
Built in help menu and online manuals	✔
Microsoft® Windows XP® Vista® and Windows 7®	✔
Real-time data collection	✔
Multiple Users	✔
Multiple Groups	✔
Multiple Locations	✔
Flexible network connectivity	✔
IP-based data collection	✔
Built in database	✔
Automated POS Sales data import tool	✔
Built in audit facility	✔
Activity logs	✔
Automated data export to universal file formats	✔
Data import via internet or WAN	✔
Single or multiple site locations	✔
Large screen data display tool	✔
Occupancy analysis	✔
Extended reporting and analysis	✔
Hourly/Daily/Weekly/Monthly/Yearly reports	✔
Customised reports and graphs	✔
Trend analysis	✔
Built in Time Zone Management	✔

Beonic®
EVERY VISITOR COUNTS ™

Our Partners

Beonic has a large National and International partner and reseller program. These include specialists in retail technology, process and change management, project management, system integration, installation, staff training and service maintenance. If you are interested in getting in touch with a Beonic Reseller, please contact us.

Support & Warranty

Hardware has 12 months warranty. Software Support included in your purchase for the first 12 months. Extended Software Support contracts available from Beonic.

Contact Beonic

Please contact us to find out more information about our systems and how we can help you.

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