



BUSINESS CASE

Multi-Industry

Video Analytics and Business Intelligence Solution for Store Management

Implemented in: Chile

Challenge:

Improve and centralize the video surveillance solution to meet Marketing and IT requirements.

Centrally monitor the number of people entering and leaving stores and their demographic characteristics.

Solution:

- SmartPlatform Event Manager: integration of security cameras, access control, and alarms into a single platform.
- SmartPlatform Insight Monitor: real-time monitoring of device status across all stores.
- Development of specific connectors according to device type.
- Convenient information grouping by region, area, store, and weekday/weekend.
- Advanced analytics to classify people by age and gender.
- Centralized access to information across the organization.

Beneficios:

Centralized solution managed by highly skilled expert personnel.

Real-time alert and event management.

Dynamic dashboard for interpreting information.

Monitoring and management of the status of alarm monitoring centers across the platform.

Campaign and audience optimization: evaluation of campaigns and identification of different customer segments.

AI-powered business intelligence: identification of traffic peaks, branch performance, strategic insights, and actionable information to support sales.

Tags: SmartPlatform, Insight Monitor & Event manager