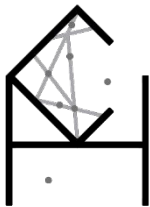


This is the era of Big Data

The amount of data available is colossal & mind- boggling.

Of course, not all data is useful.



Crowd Analytics
analytics solution for space



Crowd Analytics uses WiFi technology to do indoor positioning.
Combining with space information and external factors,
we present data in relevant graphical form to help space provider to do analytics.



Discover Undiscovered Relationships

Discover previously undiscovered relationships between data items.



Analyze Patron Utilization

Greatly reduce marketing effort required to reach targeted patron.



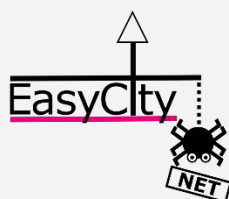
Analyze Space Utilization

Provide in-depth analytics to measure KPI of the space and ROI for your campaigns.



Push Notification Assistant

Create engagement for patron origin from different market segment.

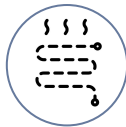


An innovative cloud based solution
provided by EasyCity Net in partnership with nTech Systems.

Crowd Statistics



Consumer Heat Maps



Retail Analytics & Optimization *

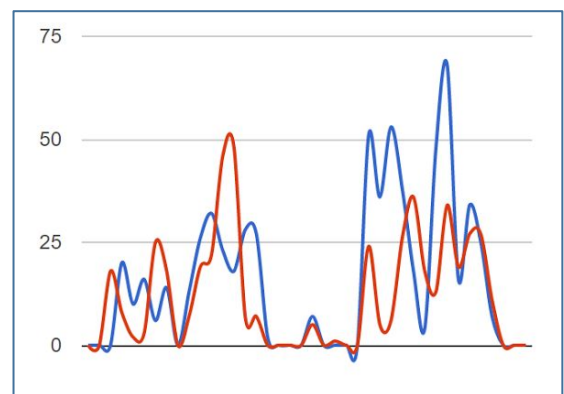


Crowd Management



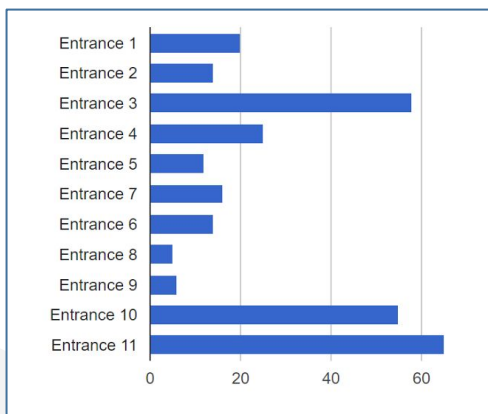
* Requires external input

CROWD ANALYSIS



Sector Traffic

WALKING TRAIL ANALYSIS



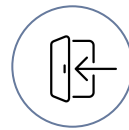
Entrance Traffic



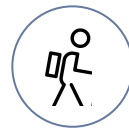
Consumer In-Store Movements
& Visitor Tracking



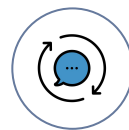
Retail Insights & Web Dashboard *



People Counting,
Including Entry/Exit, Visitor Statistics



Walk-By vs. Walk-In



Conversion & Transaction Ratios *

* Requires external input

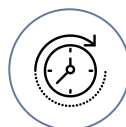
Age & Gender Distributions *



Capture Returning & New Visitors

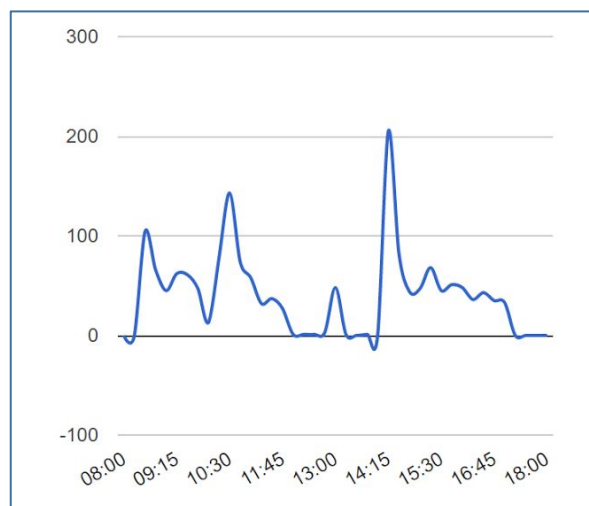


Demographic Shift Over Hours *



* Requires external input

DEMOGRAPHICS & VISITOR BASE MANAGEMENT



Visitor Entering Space

MANPOWER EFFICIENCY & OPTIMIZATION



Queue Time & Flow



Individual Customer Wait Time



Time Spent By Visitors On-Premises

Shopper & Consumer Behavior



Campaign KPI



Product Engagement & Dwell Time



Premise Occupancy



PRODUCT & SERVICE ENGAGEMENT



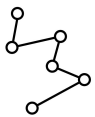
ACCESS ANYWHERE

We are based in the cloud.
You are not tied to your office desk.



ANALYTICS

Study operation KPI by graph.
Understand customer behavior



QUICK INTEGRATION

Get started with simple-to-use technology.
Short setup time for quick rollout.



PERFORMANCE METER

Measure your business performance with data.



PUSH NOTIFICATION TOOL

Integrate push notification for your system.
Greatly simplify marketing efforts
to reach customers.
Generate notification report for
understanding of your customer behavior. *



DAY-TO-DAY OPERATION REPORT

Access report for daily operation.
Summary report and management report



PRODUCTIVELY PREPARE FOR TOMORROW

Data analytics using Business Intelligence tools.

SMART FEATURES

- Built-in random MAC address filtering
- Redundancy/sanity smart check
- Path smoothening algorithm
- Enhanced trilateration positioning

SETUP

- Friendly drag and drop user interface (UI)
- Set access point locations
- Set booth/store/shop locations
- Set entry/exit points
- Setup booth/store/shop profile

GENERAL ANALYSIS

- Patron statistics
- Dwell time statistics
- Entrance/exit statistics
- Occupancy statistics
- Patron distribution map
- Revisit statistics

TRAFFIC ANALYSIS

- Entrance/exit flow statistics
- Engagement statistics
- User path analysis
- Statistics for individual booth/store/shop
- Stores comparisons

PROFILE ANALYSIS

- Patron profiling
- Generate report according to different profiles

REPORTING

- Daily report
- Customized analysis for different industries

