

[www.afnsolutions.com](http://www.afnsolutions.com)

# AFN SOLUTIONS

## — BEYOND CCTV

AFN Solutions gradually evolved from being a high-end security integrator, specialising in CCTV, to an organisation at the cutting edge of video analytics, machine learning, IoT and artificial intelligence.

FEATURING PARTNER:

**IGNITE**  **PRISM™**

## Turn your CCTV into a real-time business intelligence tool with data analytics

AFN's retail analytics software is a unique cloud service that transforms any video camera into a visual merchandising, auditing, and business intelligence tool that can be accessed from any device. At its core, these analytics allow retailers to measure and improve customer engagement.

As consumers increasingly move online to shop, it is essential for retailers to optimise the customer experience to keep them shopping in physical stores. AFN uses intelligent video analytics such as people counting, path maps, heat maps and demographics. This information provides retailers with measurable data to create effective, targeted marketing campaigns and increase operational efficiency.



Discover retail analytics that are more than just data. Our Retail analytics suite empowers you with customer intelligence that helps you to really understand your customers.

From recognising high-value customers, to exploring the best ways to engage with them, through knowing exactly the number of visitors entering your store, or comparing the effectiveness of your in-store promotions, we have an analytics plan for you.

## Our Analytic Suite

**IGNITE PRISM** - transforms any video camera into a visual merchandising, auditing, and business intelligence tool that can be accessed from any device.



### HEAT MAPS & PATH MAPS

Optimise merchandising using heat maps and path maps to identify which displays and product pairings increase customer engagement.



### PEOPLE COUNTING

Use people counting to identify exactly when and where a store is the busiest or least occupied, and generate rosters to reduce or increase staff where necessary.



### VISUAL INSIGHTS

Use heat maps to understand product interaction, customer movement and dwell, and position products with higher profit margins in high engagement areas.



### DATA VISUALIZATIONS

Generate Pathmaps in any area of your store, on any camera. Optimize the customer journey and see how layout changes affect customer traffic.