IT'S TIME TO THINK BEYOND CCTV

360⁰ CAMERA PROVIDING
SURVEILLANCE & DATA ANALYTICS

AFN Solutions is proud to work with some of the most leading Retailers throughout Australia, assisting them with the deployment and optimisation of their security CCTV infrastructure. Our Retail analytics suite empowers you with customer intelligence that helps you to really understand your customers.

New camera optics such as 360⁰ hemispherical cameras gives us the ability to capture the entire stores footprint. Whilst this is beneficial from a security perspective, it unlocks a new world of analytic possibilities (detailed below).

A Facial Recognition optic positioned at each entrance provides even more detailed insights, giving Bricks and Mortar retailers the same data that their online competitors have had for years. This data comes in the form of demographic data, sentiment analysis, and repeat visit data.
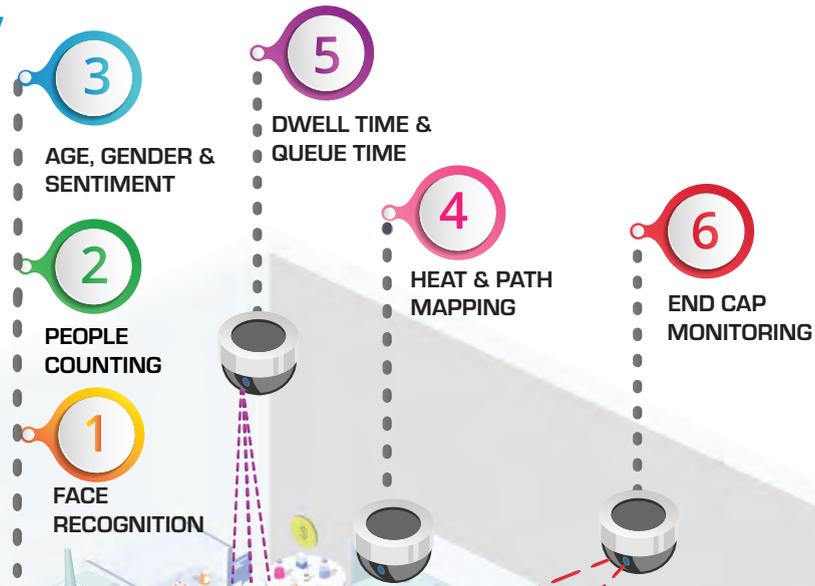
AFN SOLUTIONS
BEYOND CCTV

3 AGE, GENDER & SENTIMENT

5 DWELL TIME & QUEUE TIME

4 HEAT & PATH MAPPING

6 END CAP MONITORING

2 PEOPLE COUNTING

1 FACE RECOGNITION

A

B

FACE RECOGNITION:
NAME: JANE DOE

AGE: 35 .
GENDER: Female
SENTIMENT: Happy

COUNT: Repeat customer, present two days ago at Bondi.

AFN
SOLUTIONS
BEYOND CCTV

360° CAMERA PROVIDING 360° OF ANALYTICS

Our analytics provide business intelligence as well as the ability to be used for proactive alerting

There is such as thing as too much data, with our system architecture, you can start with the necessities and move onto insights as you grow, no need for new hardware.

We can also use the analytics to proactively alert a store manager that there is a customer waiting at the till for longer than 20 seconds or that there are more than 5 people in the queue.

The benefits of deploying 360° hemispheric cameras:
- Accurate, timely and insightful data
- Comprehensive view of unique & repeat visitors
- Monitor facility occupancy
- Customisable reporting
- Real-time dashboards

- Improve your daily operations
- Understand the entire customer journey
- Manage large crowds around areas with high-value items
- Provide deterrent to would-be thieves or vandals
- Determine success of your shop layout

1 — FACE RECOGNITION

Recognise and engage repeat customers, ultimately even find persons of interest faster when investigating cases of fraud and or robbery.

2 — PEOPLE COUNTING

Know precisely the traffic through your store and understand customer movement, product interaction and crowd size. Our system removes staff ingress from the count, and allows you to ignore under a certain age.

3 — AGE, GENDER & SENTIMENT

Get an accurate understanding of demographics and return visitors. Pair Sentiment analysis at the POS to determine the quality of the customer service interaction.

4 — HEAT & PATH MAPPING

Identify the most, and least, popular areas of a store's area. Pinpoint new areas for revenue generation or store alterations. Pair with marketing data to understand if the message is being heard but not translating to increased purchase.

5 — DWELL TIME & QUEUE TIME

Gain comprehensive data on how long are visitors interacting with a display, dwelling at a service counter or self-serve kiosks. Use for roster optimisation.

6 — END CAP MONITORING

Monitor and analyse how efficiently the positioning of the end caps are performing. Measure average interaction time and what percentage of total visitors interacted with the display.