SensMax
Sense your business

PEOPLE COUNTING SYSTEM FOR RETAIL TRADE

> About Us

SensMax Company is a manufacturer of visitor counting solutions for a variety of commercial and non-commercial purposes. People counting solutions from SensMax have been selected by customers from more than 20 countries of the world. Electronic devices are produced in the European Union and have the CE Certificate of Conformity with the requirements of European Directives.

SensMax
IR Link   Status
DIR A   DIR B
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SensMax
Status

How to earn more profit using a visitor counting system?

Increase the traffic of the store, café or customer service centre using the most effective promotions with the greatest feedback from customers.

Increase the number of conversions of visitors into buyers by improving customer service and increasing their loyalty and frequency of visits.

Reduce costs by optimising your employees' work schedule in accordance with the statistics of attendance.

Increase the additional profit by introducing voluntary offers of additional goods or services for purchases performed.

Why do you need a visitor counting system?

SensMax people counting system will allow you to see the number of visitors coming to your shops, café or customer service centres at different times.

You will be able to track your hourly, daily, weekly and monthly traffic and even the total attendance over the year.

By combining attendance statistics with financial data, you will know how many customers have visited your shop, café or customer service centre, how much money you earned, and even the visitor/receipt amount and visitor/quantity of goods on receipt ratios.

This makes it possible to determine how much money one visitor brings to you on average, and you will be able to track the impact of various marketing and administrative decisions on that amount.

Examples of use of visitor counting system

1. You had a sales promotion on the internet - now you can track the reaction of clients. Compare attendance and the number of purchases before and after the promotion. Evaluate the effectiveness of your advertising campaign. Compare the results of other types of promotions (radio, television, banners, newspapers, magazines, internet) and choose the most efficient types of advertising with the highest feedback from customers.

2. You trained your personnel on how to improve the quality of service – now check what has changed in the visitors/money ratio and evaluate the effectiveness of training and employees' work.

3. You collected statistics on daily and hourly attendance – now make optimal work schedules for staff in accordance with attendance. Determine the number of staff required at certain hours, days, or weeks.

4. You introduced a rule to offer coffee and croissant, to wear a tie and a shirt or just to ask the customers to come again tomorrow – now control the growth of your attendance and profit from a single client. Evaluate the efficiency of the staff.

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## Why do clients choose SensMax?

It is possible to install the system both in one store and in a network of shops, cafés or customer service centres. Elegant wireless devices with a battery life of up to two years can be simply installed without engineering, technical, electrical and mounting works.

Reliable, fault-tolerant and fully automated process of collection and transmission of statistical data to the Central Office, without the involvement of local staff and without using local computers.

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Simple procedures for importing financial data to the SensMax reporting system or exporting of data to other reporting systems (1C, SAP, NAVISION, etc.).

Clear, beautiful and ready-to-use statistical, analytical and financial reports.
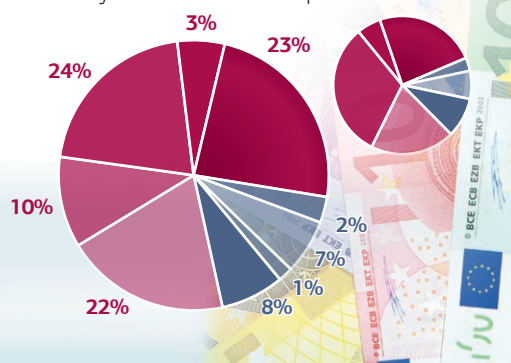
Summary

You'll get a solution that will allow you to monitor the effectiveness of advertising activities, determine the effectiveness of training and supervise staff efficiency.

You'll get a solution that will allow you to optimise expenses for personnel, defining the optimal working time and number of required service staff.

You'll get a solution that will allow you to increase your sales and profit per visitor.

By choosing the SensMax people counting system you invest in increasing the efficiency and profitability of your business!

ADVANTAGES OF SENSMAX SYSTEMS

❯ Wireless counters with internal memory and a battery life of up to two years that can transfer data up to 150 metres via the radio channel.

❯ DHCP-enabled data collectors are directly connected to the router allowing the local computer to be excluded from the process of data collection and sending.

❯ Centralised storage of data in SQLite file format without web-service installation and server database configuration.

❯ Export of data to XML and CSV formats for further use in other reporting systems (1 C, SAP, NAVISION, etc.)

❯ Import of financial data into the system is carried out by loading from a standard daily reporting CSV file exported from the cash register system.
In the case of non-standard files, it is possible to order the adjustment of the data converter for the format you want.

❯ All data are stored only on the servers of your company, without having to subscribe to data storage and processing services from third parties, which prevents data leakage.

❯ Server application responsible for the acquisition of data from the collectors supports Linux, as well as Microsoft operating systems.

❯ Custom application has an intuitive interface with a minimum of settings for the most convenient operation of users with different levels of PC skills.

Technical parameters of the devices:

Wireless visitor counters SensMax Pro S1

Operation principle	Crossing of the IR beam
Direction finding	Unidirectional
Internal memory	25 days, for each hour
Enclosure	ABS Plastic, black or white
Power supply	AA batteries
Battery lifetime	Up to 24 months (2 years)
Data collection	SensMax Pro GPRS or SensMax Pro TCPIP Collectors
Dimensions	67x67x25mm
Calculation accuracy	95% 2m, >2m-1%/m
Passage width	Optimum mode 1m - 5m, maximum - 6m
Infrared ray angle	One beam, 6°
Fixture	Double-sided adhesive tape or mounting bracket
Tamper protection	Sound alarm with adjustable activation period and report in the analytical program
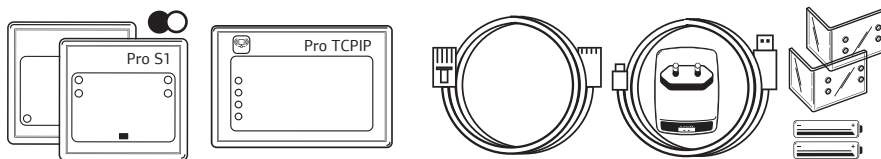
Data Collector SensMax Pro TCPIP

Data collection	Automatically, radio channel
Distance to counter	10-50 metres
Number of operated counters	10 pcs
Memory	Dynamic, 250 days
Enclosure	ABS Plastic, black
Radio channel frequency	868 MHz
Emission power	3.2 mW
Power	External power source 5V
Dimensions	90x66x28mm
PC connection	USB port
Data delivery to the server	Automatically, per adjustable periods

SensMax people counting system components description

The people counting system for retail stores consists of three components: Wireless visitor counters, data collector for reading information from visitor counters and transferring statistics to the central database, and a computer program for report creation.

The system works using the principle of IR beam crossing. Visitor counters are installed in every passage forming an IR barrier. Each visitor crossing a barrier counts. Passage width can be up to 6 metres.

Data is stored in the internal memory of the counter, and periodically sent to the data collector via the radio channel.

Depending on the type of premises and amount of interference, counters with standard or amplified front-ends can be used to transmit data over distances from 25 up to 150 metres.

Each counter has a built-in memory capable of storing the statistics for the last 25 days. The data collector can service up to 10 visitor counters, storing up to 250 days of hourly statistics from all visitor counters in total in its internal memory.

The collector sends the statistical data to the server application via the TCPIP protocol to the fixed IP address for storing and processing.

Data is stored on the server in the SQLite file format that allows you to easily convert the data into XML or CSV formats, if you want to export data to other reporting systems. The client portion of the software is installed on the side of the users in order to create various reports.

The user program automatically connects to a central database via a local network or *ftp* and downloads the updated data within the set periods.

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