

COMPANY NAME

MYKITA

XOVIS PARTNER

sensalytics

LOCATION

Various

INDUSTRY

Retail

APPLICATION

People counting

CASE STUDY

MYKITA stores count on more eyes to boost sales

HOW SENSALYTICS AND XOVIS HELP TAKE FACTS-BASED DECISIONS

CHALLENGE

MYKITA's visionary eyewear products are available in over 80 countries at MYKITA stores and through a network of partners. Sensalytics, as Xovis Silver Partner an experienced integrator of Xovis 3D sensors and software solutions, was assigned to develop a Retail Analytics System to optimize processes at MYKITA stores. The solution should deliver insights such as:

- Store with the highest footfall
- Store with the highest conversion rate
- Store with the highest net revenue
- Topseller products
- Most successful sales initiatives

SOLUTION

Xovis 3D sensors count and track entering and exiting customers very accurately and anonymously. sensalytics integrates the real-time Xovis data with the POS and ERP systems to provide comprehensive sales reports and manages the system access. The result is a Retail Dashboard that conveys KPIs to local store managers and management at MYKITA headquarters:

- Customer footfall per store/ region etc.
- Conversion rate per store/ region etc.
- Net revenue per store/ region etc.
- Ranking of best selling products
- Performance of campaigns/ promotions

"We use the Retail Dashboard developed by sensalytics to gain insights on all the relevant KPIs and as a benchmark for our shops around the world. Having all the important information material available, we keep full track of our numbers anywhere and at any time."

Oliver Stark,
Global Sales Director B2C, MYKITA

BENEFITS

The simple installation and ease of use of the Xovis 3D sensors and software solutions have enabled sensalytics to roll the solution out smoothly at all MYKITA stores around the globe. Thanks to the developed Retail Dashboard the MYKITA management at headquarters in Germany can keep full track of performance of different stores/ regions and take facts-based decisions. In addition,

- Local store managers can optimize staff planning
- Marketing can evaluate and compare campaigns and special sales initiatives

MYKITA customers benefit the most from tailored services and better offers.

CASE STUDY

How does it work?

Responding to the fast-growing demand for solutions that bridge the gap from conventional people counting to comprehensive in-store analytics, a growing number of retail experts measure KPIs such as footfall, dwell times and conversion rates with the Xovis 3D sensors and software. Unlike the conventional people counting solutions, Xovis can connect numerous 3D sensors to deliver insights beyond the doorstep.

A BROAD PORTFOLIO

There is a broad portfolio of Xovis 3D sensors with the widest viewing angle available on the market to count and track people anonymously. One sensor can be mounted on ceilings from 2.2 to 30 m (7.5 ft. to 130 ft.) and covers up to 100 m² (1100 sq.ft.) of tracking area.

„The simple installation and the ease of use of Xovis 3D sensors have convinced us along with the innovative power of the team. Xovis products deliver quality data with unmatched accuracy and open the door for unprecedented applications.“ Sebastian Werler, Head of Operations, sensalytics

INTEGRATION MADE EASY

The userfriendly Web-GUI guides through the simple first-time set-up or any reconfiguration at a later time. The sensor software (firmware) also enables the designation of 99 counting lines and dwell zones per sensor as well as the set-up of a Multisensor with up to 9 sensors to track people continuously through large areas. No additional hardware or software is required.

Count statistics, heat maps and other basic tools come along with the sensor software. For further visualization and analysis, Xovis 3D sensors can easily be integrated into an existing software environment and

third-party applications via XML-based interface and API. There are also additional, easy-to-integrate Xovis hardware devices with new software modules for applications such as queue and POS management in large, hectic areas with an unlimited number of sensors.

UNMATCHED ACCURACY

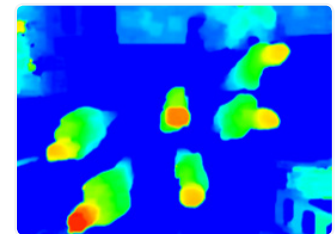
A high-resolution 3D image or stereo image of the covered/ recorded area is calculated on the sensor up to 30 times per second. Based on this, every person entering the covered area is counted and tracked anonymously. Persons are recognized individually even if they are next to each other. Sample rates up to 98% are guaranteed, i.e. 98% of the persons in the covered area are counted and tracked.

A FUTUREPROOF INVESTMENT

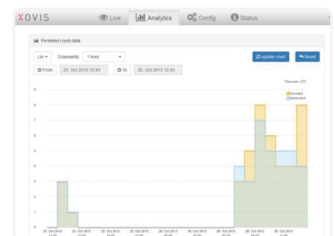
Power over Ethernet (PoE) to combine data connection with power in one cable and a Mean Time Between Failure (MTBF) of 25 years simplify installation and keep total cost of operation low. Image processing occurs directly on the sensor. No video stream leaves the sensors and, data privacy is guaranteed. The Xovis portfolio includes a model with wireless functionalities as an add-on, though the Xovis technology does not depend on signal-emitting devices and is highly robust against all kinds of external influences such as shadows, light changes and heat emissions.



PC2R with WiFi-Module



3D image computed by Xovis sensor indicating heights and distances by different colors



Xovis 3D sensor and firmware can easily be integrated



sensalytics KPIs dashboard integrating Xovis data

CASE STUDY

Technical Data

WORKING PRINCIPLE:	3D stereo vision / distance measurement
INSTALLATION ANGLE:	+/- 15° in x-axis +/- 5° in y-axis
OPERATION TEMPERATURE:	0°... 50 °C
WITH OUTDOOR HOUSING:	-20°... 50 °C
STORAGE TEMPERATURE:	-20°... 70 °C
AIR HUMIDITY:	20 ... 80%
CONNECTION:	RJ-45 Ethernet
POWER SUPPLY:	PoE Class 0 / (IEEE 802.3af)
POWER CONSUMPTION:	< 5W
REQUIRED ILLUMINATION:	min. 2 lux
SIZE (LxWxH):	PC2/ PC2R: 13.0 x 9.4 x 3.0 cm PC3: 33.0 x 6.1 x 4.0 cm PC3-0: 38.5 x 9.0 x 8.6 cm
WEIGHT:	PC2: 350 g/ PC2R: 250 g PC3: 600 g/ PC3-0: 1700g
MOUNTING HEIGHT:	PC2/ PC2R: up to 6 m PC3/ PC3-0: up to 20 m

ABOUT XOVIS

With more than 40'000 Xovis 3D sensors in the field, Swiss-based Xovis is the market leader in people flow monitoring in the airport and retail industry. More than 45 international airports and 120 system integrators in the retail industry count on the combination of Xovis 3D sensors and software solutions to move people more smoothly through their facilities, optimize their resource planning and increase customer satisfaction as well as revenues. Founded in 2008, Xovis has evolved from a three-man start-up to a high-tech company with over 80 employees. Xovis is headquartered at the gates of the Swiss capital Bern. The US office is Boston, MA.