

# sMart Data Sheet

Intelligent Video Solutions

April 2020



**“We cannot solve our problems with the same thinking we used when we created them.”**

Albert Einstein

## Introduction

**For the last 15 years, we have been delivering video technology, increasing the efficiency of professional security systems. Netavis Solutions combine Video Management, Video Analytics and our unique Data Analytics tools - all in one integrated platform.**

Franz Wallner joined Netavis in 2017. Starting as a sales manager he took over as CEO of Netavis Software GmbH in March 2018. With a strong background of over 8 years off experience in the same field, he has become an expert in the CCTV sector. Franz also brings in 25 years of experience in international sales and the establishment of new sales territories. Through several years of employment abroad, he gained extensive skills in developing and verifying sales strategies for heterogeneous territories.



**Franz Wallner, CEO**



# The best way to predict the future is to create it.

## Table of contents

What is sMart?	04
Deployment	05
Data Import & Operations	06
sMart Data Warehouse	07
Heat Maps	08
Use Cases	09

For questions on Products and Solutions don't hesitate to contact us at [sales@netavis.net](mailto:sales@netavis.net) or +43 (0)1 503 1722 - 0.



# What is sMart?

## Video Analysis meets Business Management.

**sMart is the core of the Netavis Multi-Sensor Platform. Its superpower is collecting data – from our systems like Observer or iCat as well as third-party systems and sensors. The focus here is on the variety of different data sources.**

sMart Data Warehouse collects and stores data from various data sources and transforms it into key performance indicators. Each user gets at a glance the most important information – a functionality that considerably improves the decision process. For a deeper look behind the data-scenery, this Netavis solution also offers detailed business analysis. Versatile customization options and fast customization make the platform flexible.

### Cameras with Edge Analytics

- + Analysis of video data directly on the camera
- + Low hardware costs
- + Reuse of technical infrastructure
- + Low bandwidth

### 3D Sensors

- + Highly accurate detection of persons
- + Height detection
- + Detection of children and separate counting
- + Precise data from scenarios with visitors and passers-by
- + Counting of groups and shopping carts

### Time of Flight

- + No collection of personal data
- + Full compliance in sensitive areas (e.g. public areas)
- + Precise data in all lighting conditions
- + Detection of employees and their exclusion from statistics
- + Real-time applications to improve customer service

### Laser Sensors

### Radar Sensors

### Thermal Sensors

### Infrared

- + Can be used and reused as required
- + No collection of personal data
- + Full compliance in sensitive areas (e.g. public areas)

### 2D Sensors via

### Observer & iCat

- + People counting, face detection, license plate recognition, etc.
- + Real time applications to improve customer service
- + Reuse of existing CCTV infrastructure

### POS-Terminals

- + Correlation of sales figures with frequency data

### Existing Data

- + Integration of historical data
- + Data import from CSV





**Wether on Premise or in the Cloud.  
sMart stays smart.**

# Deployment.

## On Premise

sMart Data Warehouse is hosted on the customer organization's IT infrastructure. Due to high compliance, sMart runs on the hardware of choice. This keeps confidential data under full control in the internal IT department. Upon request, sMart can even be hosted on the same server as Observer CCTV with seamlessly integrated iCat Video Analytics.

## In the Cloud as SaaS

sMart Data Warehouse as a Service is hosted in the cloud, whereby data is regularly uploaded via secure connections. This allows customer to access dashboards and reports, as well as carry out specific data analyses at any time and from anywhere, without having to worry about the operation or maintenance of suitable server hardware and infrastructure. The system can be billed monthly and is ready for immediate use.

## What sMart stands for.



### Data Protection

Our products and solutions are compliant with EU-GDPR laws and regulations.



### Personal Support

We keep in touch with our customers to support them throughout the lifetime of our systems.

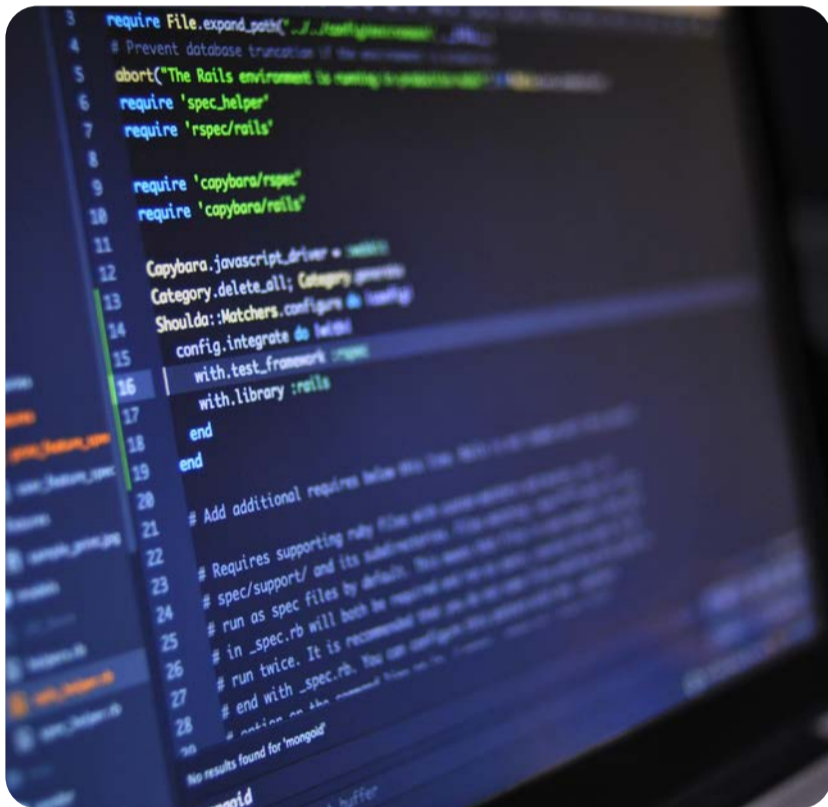


### Solutions

We focus on the development of applications for our products.



# DATA IMPORT & OPERATIONS



The backup of the backup on the server.

No big deal for sMart.



Data can easily be imported automatically or manually, as multiple CSV and JSON types are supported.



### Flexibility

Manual and automated backups, as well as backup uploads to remote servers.



### Only relevant results

The system log: Tailored to your needs via e-mail.



### Data Privacy

sMart Data Warehouse fulfills all data protection policies.



### Role administration

Grant permissions for the system according to your needs.



# All data in one place.

sMart at a glance.



## Dashboards The perfect base for decisions.

Dashboards are the primary access to data in sMart, showing the most important information at a glance. Individual customization options make sure that users get access to desired data with no barriers, with a minimum of clicks. Different layouts allow the intuitive presentation of maps, images and heat maps. Configurable diagrams illustrate complex data sets and comparisons of periods or stores for metrics such as customer frequency, customer behaviour analysis or customer segmentation. Information such as weather data can also be included.

## Reports Automatically on your desk.

All data collected in sMart Data Warehouse can be compiled clearly in password-protected PDF reports. They are sent regularly (daily, weekly or monthly) as an e-mail to predefined recipients. Tailored to the individual users, they can be used to compare all system data over time (for example current month compared to last month) or between different locations (e.g. different branches of a retail chain).

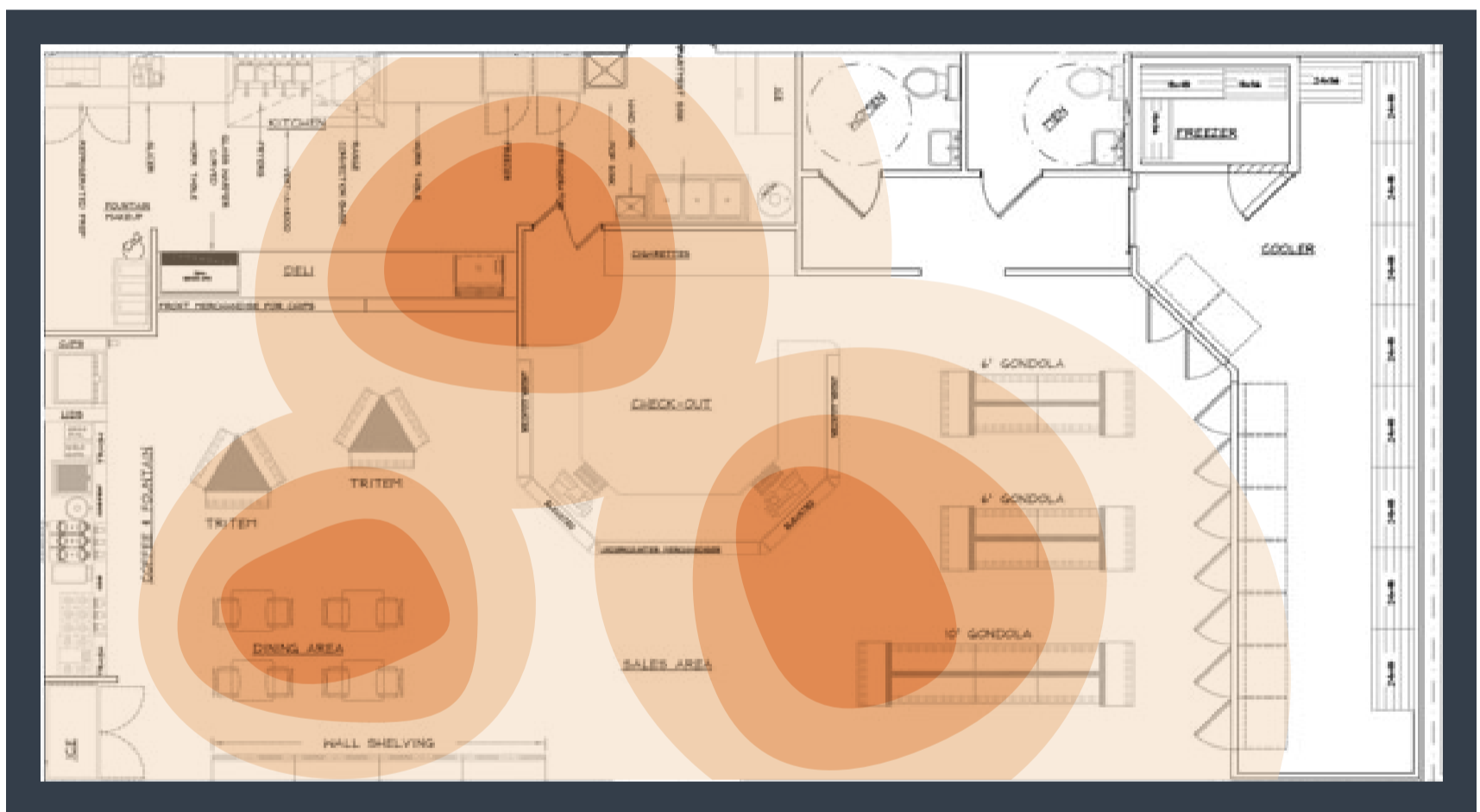
## Data Analysis A detailed look into your data.

Interactive data analysis allows BI analysts to take a look behind configured dashboards and reports. Information about customer frequency, customer segmentation and customer behaviour can be compared over specific periods or between locations. sMart thereby provides detailed insights into turn in rates and other business topics to empower retail executives to make the best choices for improved staff planning efficiency, store layout optimizations and customer service improvements.



# Heat Maps

## Integration



### “What you see is what you get.”

sMart Heat Maps created by Netavis iCat can be overlaid on floor plans, camera images, and other images of a location – this provides an aggregated and simplified visualization of customers’ behaviours (count, stops, stopping time, etc.). The configuration of multiple heat maps displayed on a single floor plan allows a complete overview of activities in a large shop or a shopping center. The time-lapse functionality, corresponding calibration options and colour legends enable a flexible comparison of customer behaviour between different locations or periods.





# What can sMart do?

See what sMart can do based on an example from the retail sector.





# Use Cases

## with sMart.

### — 1 Branch Management

Measure valuable metrics such as dwell time, customer frequency and customer segmentation and compare branches, departments and sales areas without losing focus on the important issues.

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### — 2 Turn-In Rate for Vehicles

Count passing cars and detect the driving direction. In combination with the frequency of entering vehicles, a turn-in rate can be calculated to track the effectiveness of marketing activities.

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### — 3 Geographical Customer Segmentation

According to their license plate, customers can be segmented by country and district. This information can be used to target groups within the store as well as to provide statistics about the customer groups.

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### — 4 Platform for Business & Security

The efficient re-use of existing CCTV hardware for business intelligence provides further potential for the video system.

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### — 5 Customer Frequency

Generate accurate counting statistics for zones and tripwires. The counting statistics allow the calculation of turn-in rates at any entrance or exit.

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### — 6 Demographic Customer Segmentation

sMart also generates demographic metrics: Customers can be segmented by age and gender, distinguished by their body height and much more.



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— **7 Digital Signage**

Adapt your advertisements dynamically on dwell time, the number of customers and demographic data like age or gender. By detecting the attention time, you can understand how long people look at content that is being shown to them. Combined with age and gender detection, this provides advertisers with completely new insights into their impact.

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— **8 POS Data Integration**

The platform integrates your POS system into sMart so that all relevant business data can be combined for a clear and detailed analysis.

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— **9 Queue and Service Zone Management**

If defined queue lengths are exceeded, automatic opening requests for additional POS can be generated. If customers stay a long time in a pre-defined area, shop assistants can be informed automatically.

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— **10 Store Layout Analysis with Heat Maps**

sMart visualizes customer behaviour in specific zones or entire shops: Detect preferred and neglected areas, trends and typical movement patterns.

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— **11 Mobility Data Integration**

The platform integrates data, received from mobile providers, that contains information about gender, age and geographical data of the persons in the area, used for customer segmentation.

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— **12 Staff Exclusion**

Increase the reliability of customer data by excluding sales staff. Detection of the staff is anonymous and in compliance with privacy laws.





# Thank you.

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