

NETAVIS sMart Data Warehouse

The open platform for crucial in-store-analytics and business information

NETAVIS sMart Data Warehouse is part of the **NETAVIS Platform for Security and Business**, which provides professional video surveillance with extensive video content analytics, and generates real business value by delivering crucial customer information.

NETAVIS sMart Data Warehouse collects and stores data from diverse data sources, including iCAT Video Analytics, and transforms it into key performance indicators. At a glance, each user is provided with user-specifically tailored information for sound decision-making. All data can easily be compared and analyzed for deeper business intelligence. Flexible system operations and diverse customization options make sMart adaptable to various customer needs.

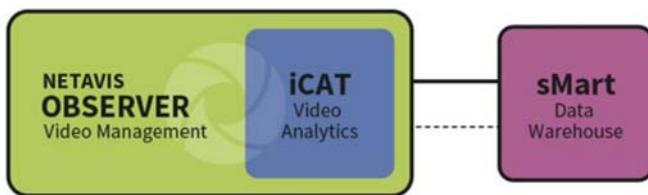


Fig. 1: The NETAVIS Platform for Security and Business

sMart DASHBOARDS

Dashboards are the primary interface to your data in sMart Data Warehouse and provide key business information at a glance. It is easy to create individual dashboards so each user is quickly able to understand and keep track of the information most relevant to his or her interest and accountability.



Fig. 2: sMart Dashboard

Different layouts allow for the most intuitive visualization of maps, floor plans or heat maps. Various chart options display complex data sets and comparisons across time periods or locations for metrics such as customer frequencies, customer segmentation (geographic via iCAT number plate recognition, demographic via iCAT Face Detection) or customer behaviour. Additional information such as weather data can also be included.

sMart REPORTS

All the data collected in sMart Data Warehouse can be compiled into password protected **PDF reports** which are regularly provided to key decision makers via e-mail. These reports are individually tailored and can be used to compare customer frequencies, customer segmentations and customer behaviours across time (e.g. current month compared to last month) or between different locations (e.g. different branches of a retail chain).

Weekly Report

Location A Weekly
Week 19 (May 9, 2016 - May 15, 2016)

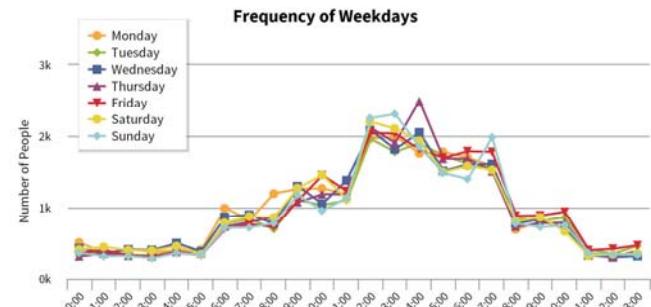


Fig. 3: sMart Report

sMart DATA ANALYTICS

Data Analytics enables an in-depth look at all data stored in sMart Data Warehouse. Information about customer frequency, customer segmentation, customer behaviours and more is easily compared across timeframes or between different locations, allowing specific inquiries into the data.

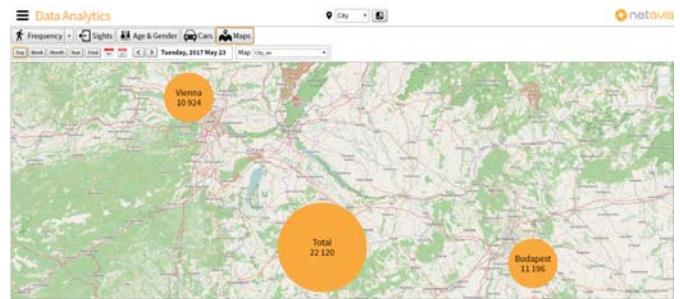


Fig. 4: sMart Data Analytics

sMart Data Warehouse provides detailed insights into turn-in rates and other business topics to empower retail executives to make the best choices for increased staff planning efficiency, store layout optimizations and customer service improvements.



DEPLOYMENT OPTIONS

sMart Data Warehouse is available in two different options:

sMart Data Warehouse is hosted on the customer organization's IT infrastructure. Due to the high compliance, sMart runs on the hardware of choice. Upon request, sMart is even hosted on the same server that hosts the video management platform NETAVIS Observer with seamlessly integrated iCAT Video Analytics. This way, confidential data stays under tight control of the internal IT department.

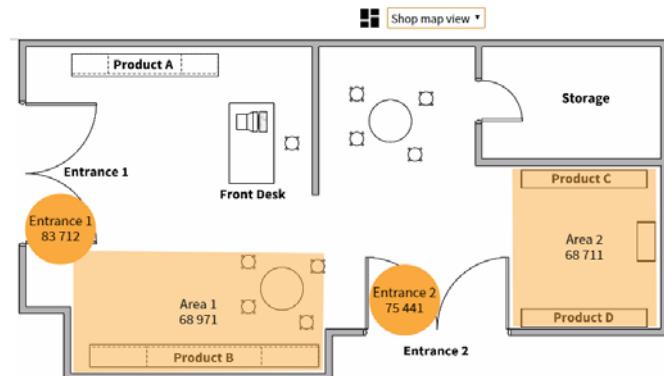


Fig. 5: Floor plan in sMart Data Warehouse

sMart Data Warehouse as a Service is hosted in the cloud, whereby the data is regularly uploaded via a secure connection. Therefore, the customer accesses dashboards and the reports, as well as carries out specific data analysis at any time and from anywhere, without having to worry about the operation or maintenance of suitable server hardware and infrastructure.

DATA SOURCES

The following data sources are currently integrated in sMart:

- NETAVIS iCAT Video Analytics
- NETAVIS iCAT NPR CarReader
- Frequency upload via .csv & JSON
- Hella 3D (APS-90, APS-180)
- Novatec
- Telsoc
- Vivotek 3D (SC8131)
- Xovis 3D sensors

NETAVIS HEAT MAPS INTEGRATION

Heat Maps created by NETAVIS iCAT can be overlaid on floor plans, camera images, and other images of a location in sMart Dashboards, Data Analytics and Reports.

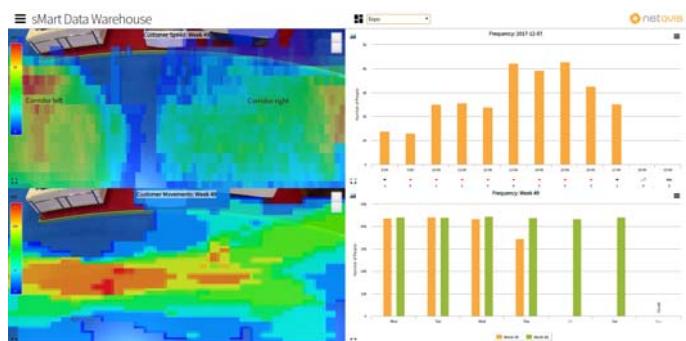


Fig. 6: Heat maps on camera images in a sMart Dashboard

Thus, customer frequencies and customers' behaviors (count, stops, stopping time, speed) can be monitored and analyzed in an intuitive way. Multiple heat maps on a single floor plan enable a complete overview of everything that is happening within a shop or shopping mall and corresponding calibration options and color legends enable heat maps comparisons between different locations or periods.

DATA IMPORT AND OPERATIONS

Data from integrated data sources is easily imported automatically or manually, as multiple CSV and JSON types are supported. The flexible backup feature allows for manual and automated backups, as well as backup uploads to remote servers. The system log shows relevant system events (e.g. license expiration or corrupt files) and can notify users via e-mail. sMart can furthermore support strict data protection policies and data confidentiality. Role and user rights management ensure controlled and individualized data access.