

Axis camera system supports marketing.

Futura Park Kraków shopping center monitoring system based on Axis network cameras counts customers visiting the complex.



Organization:
Neinver Polska sp. z o.o.
(Futura Park Krakow)

Location:
Krakow, Poland

Industry segment:
Retail

Application:
Loss prevention,
safety and security,
merchandising and
operations

Axis partner:
TOP-KEY

Mission

The facility's administrator sought effective conversion monitoring methods, possibilities for adjusting marketing activity to the requirements of tenants and responding to their needs well in advance. Neinver expected to receive reliable data on customer flow, not only in terms of numbers entering the complex, but also the number of people moving between levels. Another important factor was freedom of building queries for the data. The information and reports were meant to ensure flexibility of editing and simplicity of generation and processing.

Solution

The above requirements were fulfilled by the Global2G system installed by Top-Key, in which Axis network cameras were used as counting devices. The system is based on the GlobalEye-C application installed in IP cameras with optical zoom, which was used to ensure high counting accuracy not only at entrances to the complex but also at all the tenants' premises and in horizontal traffic, to determine the number of people visiting both the Factory and Futura Park Kraków centers.

In response to the client's requirements, the installed system ensures data continuity, recording and archiving. It allows for the generation of any kind of report as well as data export and import to and from an external data warehouse located in Spain. All this is possible thanks to an effective mechanism of automatic verification of data cohesion and changes over time. All these aspects mean that the Global2G system from Top-Key in operation at the complex facilitates management and planning as well as measurement of marketing activity effectiveness.

Result

Integrated systems for counting customers and vehicles ensure proper safety and customer traffic control at the complex. Top-Key's Global2G system facilitates management and planning as well as measurement of marketing activity effectiveness.

“We needed the customer counting system to provide accurate and reliable data; integration with the parking system was also important. The system proposed and implemented by Top-Key fulfils our requirements and guidelines, and has been operating flawlessly for four years already.”

Slawomir Madlewski, Project Manager.

The top quality of implementation and maintenance is confirmed by the fact that the owners of Futura Park Kraków chose Top-Key as the contractor for their license plate recognition system. Thanks to this new functionality the Global2G system will be able to determine the time customers spend at the shopping center, how often they return and also which districts, counties, provinces or even countries they come from. All information on the number of customers, vehicles, duration of visits and the center's geographical reach will be available from the level of a single cohesive Global Web reporting system.

Technology-assisted shopping complex management

After the success of Factory outlets in Warsaw's Ursus, in Wrocław and Poznań, Neinver decided to build another such complex in Poland. It is the first one in the Małopolska region and the only one in Poland housed under one roof with a Futura center. The two-level Futura Park Kraków with total space of 42,000 square meters was launched on 19 October 2011. More than 120 shops opened to customers.

The complex's administrator expected integrated counting systems which, among other things, could be connected to other systems serving the facility and would ensure unlimited possibilities of building queries for the data while maintaining maximum data collection accuracy and reliability.

Not just customer counting...

The monitoring system at Factory Park Kraków was meant to count customers coming to the center. Top-Key installed a counting system that was expanded later to include information delivered by the number-plate recognition system. At the core of the system are cameras from Axis Communications – a global leader in network video devices. The tasks include an exact count of customers visiting the center. The cameras ensure excellent image quality and real-time monitoring, thanks to which the collected data are extremely accurate.

The vehicle counting system, on the other hand, is based on induction loops placed under the road surface, hidden from customers, which minimizes the risk of damage.

Package of benefits in one place

The Top-Key platform based on the Axis camera system enables precise data to be gathered on customer flow, current trends, conversions, and other analytical data. The systems offer a wide range of possibilities for working with data: export and import, recording and archiving, and generating any kind of report for selected time ranges. Another advantage is the systems' compatibility within a single flexible interface and simple access that does not require the installation of any additional software. As a result, administrators receive a tool enabling them to review their marketing activity, evaluate its effectiveness and improve the quality of service. A response to changing consumer preferences is possible at any time – even when communications are down, because thanks to their built-in memory the cameras record and store data for a minimum of 90 days. Data from all of Neinver's shopping centers are automatically stored on one central server.

