



THE TECHNOLOGY NEWS SITE



If knowledge is power...



NEWS || OPINION || IN DEPTH || SURVEYS || EVENTS || ITWEB INFO

-- Industry Portals --

VIRTUAL PRESS OFFICES™ - By company

- By industry s

FREE NEWS SERVICES

- Newsletters
- RSS feeds
- Alerts

- BITF Survey
- ICT Skills 2008
- Software Piracy Survey
- Salary Survey 2008

ITWEB JOBS

- Register
- Post your CV
- Find your job

BRAINSTORM

- Subscribe
- Read online
- Get 3 trial issues

iWEEK

- Subscribe
- Read online
- Get into iWeek

IT TRAINING

- TrainingWeb
- Search for IT Training

FEEDBACK

- Post your feedback
- Send us a news
- Join the forum

HOME



2 February 2009

BROUGHT TO

SEARCH

BUSINESS | more..

- Govt to re-evaluate Dinaledi schools
- Vodacom Business signs huge deal

sponsor

<< Business Intelligence

Axis turns visitors into shoppers

BY STAFF WRITER , ITWEB

READ IN THIS STORY:

- ▶ Movement dictates marketing

- Comment on this
- Quick print
- Personal archive
- Send to a friend
- Send a sms



[Johannesburg, 2 February 2009] - Axis Network cameras have been installed in more than 500 New Yorker clothing outlets across 17 European countries. The cameras were rolled out to assist the head office in gathering information on customer and object movement in the stores.

The cameras will be used in conjunction with crossscan software solutions to assist management to better understand customers' movements and behaviour patterns. On top of planning staff deployment, the daily figures will also be used to provide information about the success of advertising campaigns and the selection of merchandise available in the store.

A statement from Axis says the technology gathers information on customer and object movement in the stores. The ultimate goal of this initiative is to turn people who are just looking, into shoppers.

Movement dictates marketing

advertisement



QlikView

Sponsor's Message

QlikView was bought by more South African companies in 2007 than any other BI software. [Download](#) a free trial now to see why QlikView is South Africa's preferred BI tool.

Virtual Press Office™

[Click here](#) to read our latest news.

After crosscan has evaluated the data, it is saved on the store's server and then sent to the headquarters in Braunschweig, Germany. This data is collated in the central system, which is made available to New Yorker's marketing team the following day.

The marketing teams use the data to gauge the success of advertising campaigns that are being conducted in those particular stores. The figures are then sent to the buyers, who take the data into consideration when making further purchasing decisions for each store.

New Yorker states that since the installation of this system, the business has seen an increase in purchases as well as a high conversion quota from visitors to customers. In addition, the marketing team can assess and improve on the selection and merchandising of its wares.

Related stories:
Ricoh, IBM form alliance

Audiovisual market stagnating

Comment on this



Work or Play
Faster and smarter.

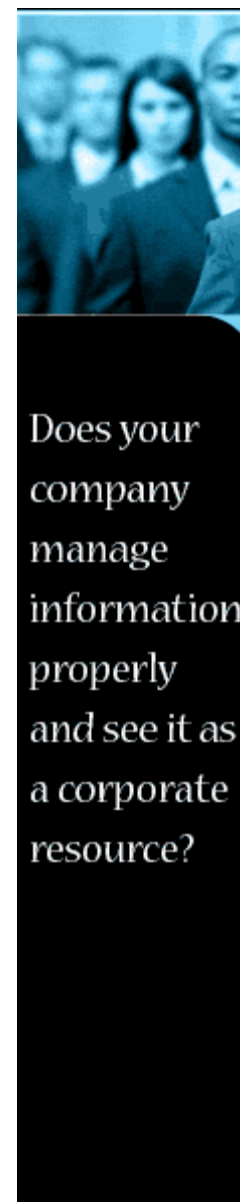
Meцер recommends
Windows Vista® Ultimate

Windows Vista

Help keep computing safe. Use the Parental Controls and Permissions in Windows Vista™ to help make your computing environment safer

www.mecer.co.za

MECER
distributed by Mustek



Does your company manage information properly and see it as a corporate resource?

SOFTWARE S

ERP, CRM, int – we have the you!

SERVER

Click here for n on Dell's serve storage and networking solt

FINANCIAL | more..

- Fifa careful on Satyam troubles
- EMC releases fourth-quarter results

COMPUTING | more..

- Blatter upbeat on 2010
- Countdown to virtual classroom



SUBSCRIPTION CENTRE

Free daily and weekly newsletters. Latest IT and telecoms news, information and commentary. [Click here to subscribe.](#)

INTERNET | more..

- `Who am I` keeps ticking
- eFiling gains momentum

ENTERPRISE | more..

- Open Text supports standard
- SolTech appoints director

NETWORKING | more..

MORE BUSINESS NEWS

- **e-Skills Academy faces liquidation**
- **Batelco protects customers**
- **Start-ups still going strong**



MOST POPULAR STORIES

- **ICASA completes licence conversions**
- **Telkom tender questioned**
- **Busting the telco big-bang theory**

Brought to you by

internet IS solutions

A DIVISION OF DIMENSION DATA

advertisement