

Smart use of analytics in Polish shopping mall.

A professional system from TOP-KEY along with Axis cameras support management at Galeria Malta Shopping Mall.



Organization:
Neinver (Galeria Malta)

Location:
Poland

Industry segment:
Retail

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

Axis partner:
TOP-KEY

Mission

Galeria Malta Shopping Mall is one of the largest shopping centers in Poznań, Poland covering a total of 162,000 square metres. The mall houses 162 retail stores, service outlets and leisure units as well as a car park with 1900 parking spaces. The manager of the site needed a convenient customer counting system that would provide reliable data at the same time. It was also required that the system should be able to integrate with other systems supporting the site and to be equipped with a function of creating queries about the data, the gathering of which had to be done with extreme accuracy and security.

Solution

Once again, following a successful implementation of the Global system from TOP-KEY at Futura Park in Kraków, Neinver chose the specialists from TOP-KEY as partners for the job.

At the beginning of 2012 TOP-KEY installed a server embedded with Global2G Customer Counting System that was later integrated with the cameras from Axis Communications – the world leader in network video surveillance.

Result

Thanks to the implementation of the Global2G software, the functionality of the analytical system at Galeria Malta has risen dramatically. The precision of counting is much higher now and information about the movement of customers inside the mall is delivered. Moreover, foot traffic data were successfully integrated with the parking system data.

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Tomasz Wojsz, Director at Galeria Malta.

Advanced technologies supporting management

The new system has enabled the counting of customers who enter the mall and visit individual retailers in the shopping center. Furthermore, the TOP-KEY specialists provided the mall's managers with the possibility of horizontal and vertical counting and obtaining information on customers' movement in the mall by installing additional counting cameras. The solution gives a chance to collect information on movement both between the different floors and between designated areas on a particular floor. Dedicated visualisation reports have also been created which show the movement in particular areas on the map of the mall.

Systems integration

Correlating data from the customer counting system and the parking system run by an external company proved to be a new challenge. Thanks to the integration of the Global2G software in the GlobalWeb system, users can obtain information from both systems, for instance on the number of customers in relation to the number of parked cars.

Supporting marketing activities

Striving to meet the Director's expectations, the Global2G platform makes it possible for the user to create all sorts of reports while the systems compatibility, in a single and flexible report interface, enables efficient supervision and remote management. The solution implemented by TOP-KEY offers analytical possibilities that constitute a perfect tool facilitating the planning and measuring of the efficiency of marketing activities, and data examination over time enables a sufficiently quick response to changing customer preferences.

'The Global2G platform from TOP-KEY is a very good tool that makes it possible to follow and analyze the functioning of the mall in terms of customer refreshment. It enables the user to generate independent reports, both numerical and visual. The latter make the observation of the mall significantly easier. Not only is it easier to monitor the mall entrances but also to watch and analyze indoor customer movement, both horizontal and vertical traffic routes, provided zonal counters have been installed. TOP-KEY's flexible and professional attitude helps to fulfil our high expectations for the quality of customer counting and analyses of data generated by the system', says Tomasz Wojsz, Director at Galeria Malta.

