

DILAX In Action – BOSE Case Study

BOSE – Monitoring individual stores' performance with DILAX people counting systems

BOSE is an internationally renowned manufacturer of high quality audio products. As well as selling through a chain of resellers, they also operate a number of stores around Europe in prestigious locations, including their flagship store in Regent Street in London's West End.

BOSE's requirements

BOSE contacted DILAX in early 2008 with a requirement to monitor and report the footfall through 21 of their stores around Europe, including 11 loca-



BOSE - Hamburg, Germany.

tions in the UK and Ireland. The specification called for a centralised database of all the results of footfall counts at the stores on a daily basis. The objective was to monitor the performance of each store in terms of footfall versus revenue and to be able to develop a central reporting system that would allow management to easily see how individual stores were performing relative to the whole chain. BOSE had specific strict requirements that the installation should be as unobtrusive as possible within the store so as not to affect their branding and upmarket store image. Also, the requirement specified that the data gathered from each store should be accessible from a central location on a daily basis and in easily readable report format such as an Excel spreadsheet.

Advantages of DILAX

After extensive research of the market for people counting systems, DILAX was selected as the most suitable supplier. First and foremost in their decision process was the DILAX OptoCount technology, which allows very small cameras to be fitted into ceiling panels near to the entrance to the store. These cameras are virtually undetect-

table and will not be noticed by customers. In addition the DavisWeb Enumeris software supplied by DILAX fulfilled all BOSE's requirements for centralised reporting and easy access to the counting data.

Another attractive feature of the system was the fact that the DavisWeb Enumeris software is a browser-based reporting tool, meaning that BOSE management could retrieve and examine the data at any time and any location where an Internet connection is available. BOSE were also impressed that DILAX actually designs, manufactures and supplies the system from end to end, unlike many other manufacturers who bring in third-party components to assemble a system.

Another important requirement for BOSE was that the installation of the counting system should be completed without any interruption to the normal operation of the stores. Consequently DILAX agreed to arrange installation overnight with all work to be completed between the store closing at the end of one day's trading and the opening of the store for the next day's business.

Professional Rollout

In late August and early September 2008 the installation of the 11 stores all over the UK and Ireland was completed without a hitch at locations from London to Liverpool and from Portsmouth to Dublin. A team of installers travelled from location to location installing the camera and a control box called the OptoCount PCU in each store. The power simply needed to be connected to the OptoCount PCU and an Ethernet link established with the existing Local Area Network.



OptoCount installation in the BOSE shop, Portsmouth, UK.

At the same time other stores around Europe, in locations from Hamburg to Warsaw, were being installed by DILAX installation teams in cooperation with local electrical engineers.

The next stage was the installation of the DavisWeb Enumeris software at the DILAX Datacenter in Berlin and the commissioning of the system by remote configuration. Finally, a training course was held to show BOSE staff the capabilities of the DavisWeb Enumeris software and to help them to develop the specific reports they required from the system.

Statement of the BOSE Management

For several months now, BOSE have been able to collate vital information about the footfall at individual stores and immediately compare them with revenue and other factors such as promotions and advertising. The results have exceeded even their expectations, with Mr. Rins Wijma, Director - Retail Direct Group Europe of BOSE N.V., commenting: **“The whole experience with DILAX has been positive and professional. The end result is that we are now able to closely monitor the performance of our individual stores and take operational decisions more quickly and more accurately. It will help us to identify the stores where we believe there is more potential and where we can optimize our staff planning in order to give the best experience to our customers.”**



BOSE - York, UK.



BOSE - Stuttgart, Germany.

About DILAX

For more than 20 years the DILAX Group has been developing people counting systems for different applications. The core products include comprehensive system solutions for fully automatic passenger counting and trip analysis in buses and railways. Many thousands of vehicles different types are equipped with DILAX systems in well over 200 transport companies in Europe and North America. The second field of business is stationary people counting systems for department stores, shopping centres, museums and railway stations. This market has also been supported by an independently operating business unit since the beginning of 2008 and since then has experienced a rapid upward trend. Stationary systems are mainly installed in public buildings - shopping centres, museums, libraries, and so on - and retail outlets.

The product portfolio is completed by innovative data transfer and data management systems as well as project management, training courses and services through to complete operation of the systems. DILAX therefore offers customised solutions and turnkey systems. The company's head office is in Berlin, Germany. Other subsidiaries are located in Canada, France, Great Britain, Italy, Spain and Switzerland. We currently have 60 employees in total (2009). Two thirds of the staff are qualified engineers and skilled staff from all kinds of different areas, who are essentially involved in developing hardware and software, in quality, project management and customer service.

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