



## Business intelligence solution for shopping centre management

DILAX solutions for people counting and visitor flow analyses support operational centre management in the performance of key activities, from the planning and assessment of marketing campaigns on to the resolution of tenant conflicts, through to the control of building automation systems.

Using real-time and statistical information about customer behaviour throughout the centre, from the entrance to major walkways and the various floors, through to the food court and rest areas, DILAX solutions enable centre management to raise operational activities to a new level.

The key to optimisation is real knowledge about real daily numbers, visitor flows, hot spots, customer characteristics (age, gender), dwell times, critical locations within the building, and flow speeds, customer structures and occupancy levels. DILAX people counting solutions for shopping centre management ascertain and support key performance indicators for:

- Assessing the attractiveness of the building
- Optimising personnel planning
- Improving leasing management
- Measuring the effect of marketing activities
- Controlling building systems
- Improving the quality of the time customers spend at the site

DILAX people counting solutions in the shopping centre provide a clear picture of the entire building, both in real time and as statistical data. This makes it possible for the centre's management exert active control over processes: Are marketing campaigns and rest areas well received, is the tenant mix working well, what is the current situation for building evacuation routes or are there ways to cut costs by actively adjusting building management systems to reflect actual occupancy levels?

No active customer participation or equipment from other companies is necessary for successful data acquisition of data. Key figures are generated independently of specific conditions and the system provides 100% coverage.

The system functions self-sufficiently in 24/7 operation. No breach of privacy rights occurs.

There are two components to the DILAX system: DILAX OptoCount technology and the DILAX data management software DavisWeb Enumeris.

Advantages of DILAX OptoCount:

- User-friendly operation
- Cutting-edge technology
- 98% accuracy
- Modular design
- Indoor & outdoor
- Safe, precise and reliable

There are two versions of DILAX OptoCount available: image-processing sensor technology (OptoCount Cam) and 3D sensor technology (OptoCount 3D).

The DavisWeb Enumeris data management software generates customer-specific reports and customer profiles. Together, the DILAX marketing index and the baseline principle form the two basic pillars of the approach, allowing the monitoring of benchmarks for all or specific individual centres. The integration of external systems (ERP systems, existing counting systems, building systems) allows intelligent structure management. Management reports at various levels of aggregation complete the picture. Shopping centre management has access via a web-based interface. The software also lends itself to easy integration into third-party systems.

Advantages of DavisWeb Enumeris:

- User-friendly interface
- Monitoring system with plausibility checks
- Java-based web application
- Extendible modular structure
- Interfaces for third-party systems
- Standard export formats (xml, csv)