

INTEGRATED **VISITOR COUNTING**

Improving store operations



To increase profits, it is not only essential to reduce shrink, but it is vital to maximize sales through improved in-store performance and operations.

Understanding how many potential customers visit stores each day is perhaps the most important information a retailer can have. EVOLVE's integrated* visitor counting is powered by the EVOLVE VisiPlus™ unit, a bi-directional people counter that accurately measures the number of potential customers entering and exiting a store. Data is then sent to a central reporting site for detailed analysis and evaluation.

- Increases the value of EVOLVE investment
- Provides essential retail intelligence
- EVOLVE VisiPlus unit also benefits the loss prevention department through Smart Alarm Management, enabling shared cost of ownership
- Captures and reports data to help improve sales, marketing, merchandising and store operations
- Enables comparison of EAS alarm data with visitor counts to accurately manage EAS activity levels

*EVOLVE P-Series antennas

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EVOLVE VisiPlus™ Unit

Visitor data is critical for any retailer, regardless of size. That's why Checkpoint has a variety of options available for reporting and analyzing the data captured by the EVOLVE VisiPlus unit in our CheckCount™ solutions range. Whether it is for a retailer with one store or a multi-national chain, Checkpoint has the perfect solution.

- Discreetly and accurately captures visitor numbers and automatically uploads them to the chosen reporting service
- Wide range of reporting options available – from in-store to Web-based solutions
- Counts visitors in aisle widths of up to 7.5 feet/228 cm
- Customizable reporting
- Bi-directional people counting
- Connects seamlessly with other components of the EVOLVE network
- Benefits from remote maintenance and software upgrades



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