# Analytics for Business Intelligence

▶ Know your customers' better and understand their behaviour
▶ New and informative data to enhance marketing and planning activities
▶ Enhanced customer and staff safety through analytics and reporting

VIX VIZION'S IMAGUS VIDEO ANALYTICS SOFTWARE PROVIDES VALUABLE INSIGHTS INTO YOUR CUSTOMERS BEHAVIOUR. IMAGUS INCORPORATES POWERFUL ANALYTICS CAPABILITIES, REAL TIME ALERTS AND REPORTING.

## ENHANCED MARKETING AND PLANNING

- Access detailed customer data such as age, gender, emotion, people counts and occupancy by location, date and time
- Identify on site opportunities and tailor advertising through data analysis of customer trends and patterns
- Optimise site/store layout and flow
- Forensic investigation tools for analysis of specific events
- Reporting tools and dashboards to organise and share insightful information

## IMPROVED SAFETY AND SECURITY

- Visualise and report on occupancy and people counts by location, time and date
- Alerts on people of interest or unknown/unidentified people
- Emotion tracking for customer well being by location, time and date
- Improve site design to optimise safety based on occupancy data
- Help manage COVID-19 capacity/mask compliance, and contact tracing

## IMPLEMENTING IMAGUS ANALYTICS

- Imagus is designed to be deployed with your existing VMS / CCTV system or as standalone software
- Video Analytics can be deployed with Face Recognition or as an independent analytics module
- Imagus uses flexible AI based models designed specifically to enable the addition of new analytics capabilities and reporting

### VIX VIZION AND PRIVACY

Imagus software has been designed with privacy principles top of mind. Imagus can be installed locally on your own secure servers. Video streams and data captured by Imagus are stored at your secure data centre. Images of faces are stored as metadata so that the actual image files can be deleted whenever you require.