



Agent Vi Provides Footfall Statistics & Business Insights to The Strand at Coolangatta Shopping Center

Product:

savVi

Application:

Business Intelligence

Customer: The Strand at Coolangatta Shopping Center**Location:** Queensland, Australia**Vertical Market:** Retail**Agent Vi Partners:**

Milestone Systems – Video Management Software (VMS)

Chris-Tech Security Alarm Systems – Certified Systems Integrator

Video Security Products – Authorized Distributor

Challenge



The Strand at Coolangatta is a shopping center of 32,000 sq. meters comprising boutiques and shops on the ground floor and level one, and office space on the two levels above. There are also two levels of underground parking for customers. The facility has the best ocean views of any retail complex across

Australia, and the shops facing the coast demand high tenancy fees. The Strand at Coolangatta sought to upgrade their surveillance system to support security, safety and insurance challenges, and sought a video analytics solution to shed light on footfall statistics and traffic at the site.

Solution

Systems integrator Chris-Tech Security Alarm Systems installed savVi, Agent Vi's unified video analytics solution, at the site. Of the 60 Sony cameras deployed around the facility, feeds from 26 cameras – those above the facility's entrance and exit points and along the street-front shop entrances – are analyzed by savVi's Business Intelligence capabilities.

savVi Business Intelligence licenses enable automated statistical analysis and extraction of data from surveillance video, thereby providing easy and rapid access to important operational and business information captured within the stored video. Users can view traffic volumes, movement trends and motion patterns through advanced visualization tools including charts, graphs and heat maps.

The site employs Milestone's XProtect® Professional as their VMS recording and viewing application, which is fully integrated with savVi.

“Agent Vi’s video analytics solution provides an accurate measurement of people movement which gives our Marketing Manager the analytical capacity to develop plans to drive retail within our facility... savVi’s Business Intelligence application provides additional features for traffic flow analysis including heat maps and target paths, which allow us to align our services and support to control risk and meet the center’s security and operational demands.”

--Operations Manager, The Strand at Coolangatta

Result

By leveraging their surveillance system, the management team at The Strand now has access to statistical data regarding the number of people entering and exiting the complex, broken down across hours and days. There is a greater understanding of the difference in footfall on a weekday compared to weekends, enabling planning of security procedures and promotional activities, among other things.

Specifically, there is now an understanding of how many shoppers move from the retail area on ground level, which hosts boutique shops, to level one, and how many ascend to level two and three which host office space. This is achieved by counting the flow of people traveling on the escalators between the floors. There is also insight into how many people are present on each floor at any time, allowing security staff to manage insurance concerns related to the maximum occupancy limits of the site.

The Marketing and Operations teams of The Strand also benefit from the business intelligence insights offered by Agent Vi's solution. The video feeds analyzed by savVi offer valuable information indicating dwell time of customers in the window displays and traffic into stores, including the street-front stores which have premium positioning.



Ken Howell, Operations Manager at The Strand at Coolangatta, commented that "Agent Vi's video analytics solution provides an accurate measurement of people movement which gives our Marketing Manager the analytical capacity to develop plans to drive retail within our facility which offers a dining precinct on Level 1 with beach views, a full-size supermarket, and a small shops precinct with an exclusive range of specialty stores. savVi's Business Intelligence application provides additional features for traffic flow analysis including heat maps and target paths, which allow us to align our services and support to control risk and meet the center's security and operational demands."

Chris Wadsworth, Managing Director of Chris-Tech Security Alarm Systems – a member of Agent Vi's Channel Partner Program and a Certified Systems Integrator for Agent Vi solutions – commented that "Agent Vi's Business Intelligence capabilities have 'opened up the eyes' of the security and marketing teams at The Strand at Coolangatta, providing easily accessible and accurate traffic data which enables real insight into customer behavior."

Ariel Frischoff, VP Sales EMEA & APAC at Agent Vi, commented that "The Strand at Coolangatta joins a long list of shopping centers and retail complexes that have selected Agent Vi's comprehensive video analytics solutions. Often starting with people counting and traffic volume analysis, these customers activate additional analytics functionalities which maximize their investment in the surveillance system as they realize the benefits offered to the security team, and beyond that, to the management, operations, and marketing teams."

About Agent Vi

Agent Video Intelligence (Agent Vi™) is the leading global provider of open architecture, video analytics software. The comprehensive video analytics solutions offered by Agent Vi extend from real-time video analysis and alerts to video search and business intelligence applications, and are fully integrated with a range of cameras, encoders and video management systems.

Based on Agent Vi's unique, patented, Image Processing over IP (IPoIP™) software architecture – which distributes the video analysis task between the camera and a server – Agent Vi's solutions can support up to 200 cameras running a full suite of video analytics functionalities on a single server, while offering superior accuracy and detection performance.

About savVi Business Intelligence

savVi™ is Agent Vi's unified video analytics software platform, which provides a complete solution to the diverse video analytics requirements of multiple vertical markets.

savVi Business Intelligence offers automated statistical analysis to present traffic volumes, movement trends and motion patterns, enabling effortless extraction of operational data from surveillance video. Equipped with such information, facility managers, marketing leaders and business owners can make educated decisions regarding various operational and resource allocation aspects at their facility.

Chris-Tech Security Alarm Systems

Chris-Tech is a leader in innovative security technology, providing comprehensive security solutions for over twenty years to a range of customers including domestic homes, businesses, banks and government. When it comes to the safety and security of your business or family, you can count on our knowledge and expertise. Our security specialists are all trained and certified on the latest, state-of-the-art technology backed by powerful equipment and secure communication links. Your satisfaction is important to us, and is the reason we are committed to providing you with state-of-the-art equipment and the very best service.

