

wanzl connect[®]

Lay a solid foundation for digital store management of the future with the Wanzl 3D People Counter!



wanzl connect®

Digital store management of the future

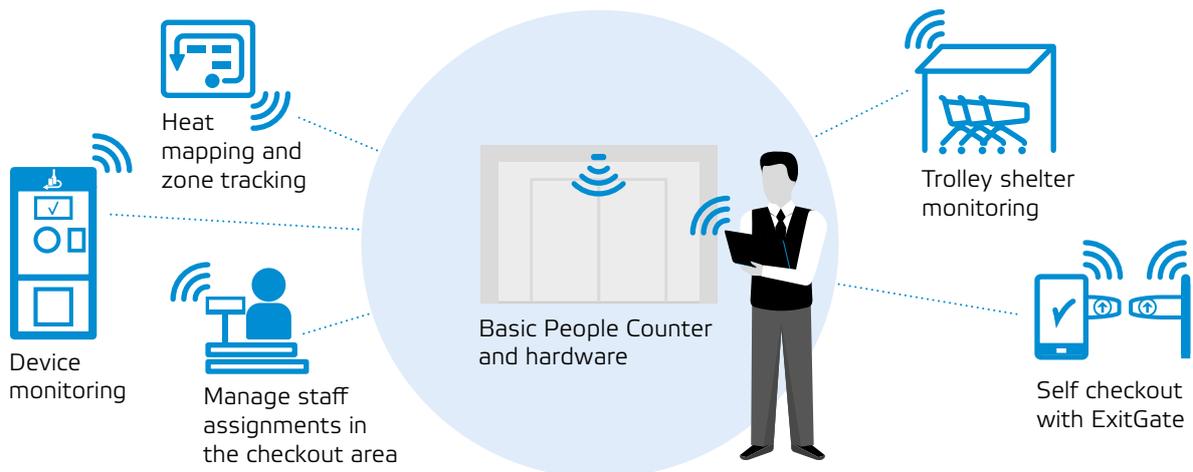
- > *Inventory and store management, analytics*
- > *Continuous up-to-date and comprehensive information on the store situation and customer behaviour*
- > *Modular structure that can be expanded and updated*

■ **Wanzl's 3D sensor-based People Counter assists in minimising the risk of infection by limiting the maximum number of persons that may be in the store. But it can do so much more!**

The supplied hardware comprises the basic package for wanzl connect®, the digital store management system.

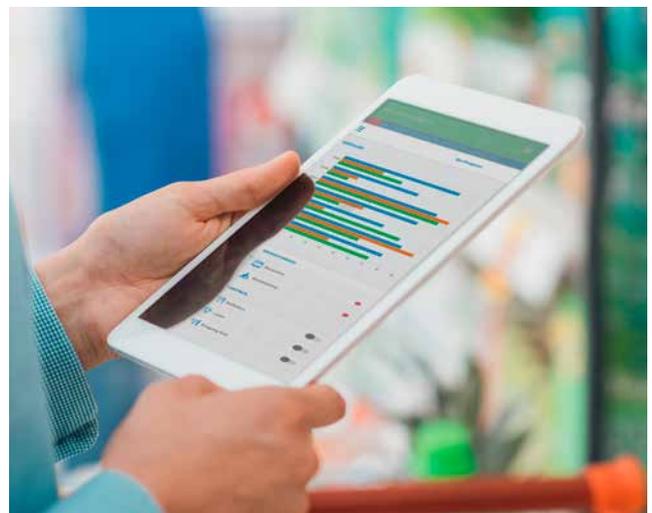
By using supplementary components, additional data can be collected to measure and manage the performance of all your store locations.

The additional information obtained from the analyses assists in making better decisions regarding the store situation and customer behaviour.



Customer flow analysis

Reliable data about customer movements in the store enable targeted marketing campaigns and optimal assignment of staff. Additional cameras in the store can record whether customers are congregating in a particular area (zone tracking) and how customer flows are progressing in individual important areas (heat mapping).



Monitoring of shopping trolley availability

Continuous availability of shopping trolleys ensures turnover and profits. To manage shopping trolleys efficiently, the trolley shelter is fitted with an RFID reader and a smaller RFID chip is integrated in the shopping trolley. The data generated provide information about the time and number of shopping trolleys in use inside and outside the store.



Exit control

In order for customers to be able to leave the store only after they have paid, we recommend a self-checkout system for the self-scanning area. This provides highly effective protection against theft. Our system solution consisting of the self-checkout and ExitGate makes leaving the store possible only after payment has been made.

The ExitGate is also available with an integrated barcode reader, which allows customers to scan the voucher issued at the payment terminal. After successful verification, the ExitGate opens for a preset period of time.



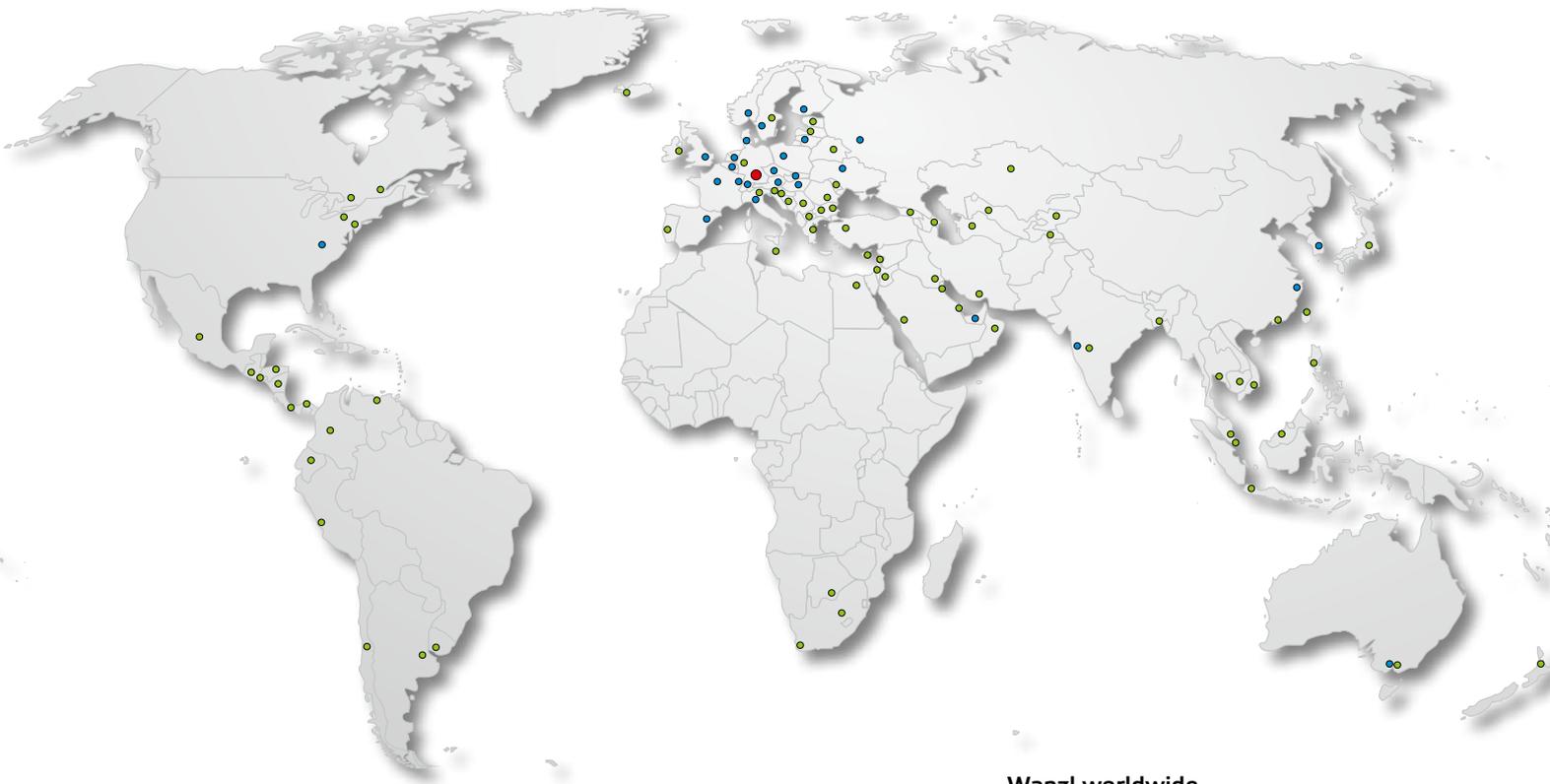
Management of staff assignment in the checkout area

Customers don't like to wait at the checkout – but an overstaffed checkout area is a costly waste of staffing resources. wanzl connect® will provide a prompt warning to flexibly assign staff at the checkouts before a sudden flood of customers accumulates. The system either obtains the data from the 3D-based People Counter in the entrance area, which evaluates this data together with the average customer length of stay, or via cameras that record the number of customers currently in the checkout area. This allows wanzl connect® to calculate when and how much staff is needed at any given time.

Device monitoring

wanzl connect® can be linked with existing devices, always providing an up-to-date overview of the actual situation at the devices and enabling the entire infrastructure to be monitored in order to promptly detect faults.





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