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What is PriVendo?

- **Innovative Marketing Software**
- For every kind of retail store
- **Analysis of customer behavior**
- **Creation of different Reports**
 - Inclusive **Heat Maps & Hot Spots**
- **Data comparison of different branches possible**
- **Improved ROI within 2 weeks**



Application areas

- Shopping malls
- Retail chains
- Supermarkets
- Boutiques
- Corner Shops
- Kiosks



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Understand, act, earn!

- **Understand customer**
 - Detailed analysis of customer behavior
- **Implement optimization measurements**
 - Results show untapped potential
 - Results show possibility to increase costs
 - Measurements can be implemented very soon
- **Increase profit**
 - Sales increases due to satisfied customers
 - Costs decrease

Understand customers

- Customer counting
 - **Number of customers** depending on time / date
 - Determination of high and low frequented areas
 - Measuring the effect of marketing campaigns
- Duration of stay
 - **Interest vs. engagement in products**
 - Measuring the effect of POS campaigns
 - **Shop window analysis**
- Waiting time
 - **Queue analysis**



Optimization measurements

- Store layout & design
- Product Presentation
- Product Placement
- Shop window design
- Queue management
- Staff planning
- Planning of marketing campaigns (POS & Promotion)

Increase profit

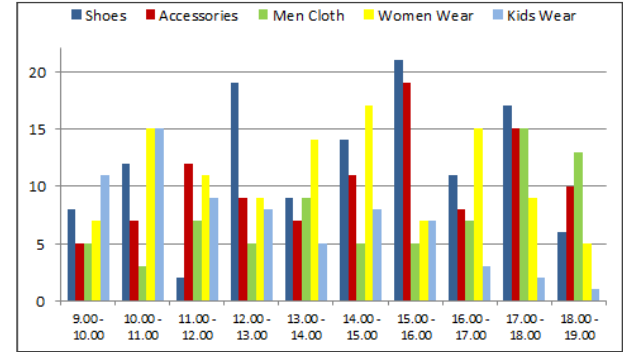
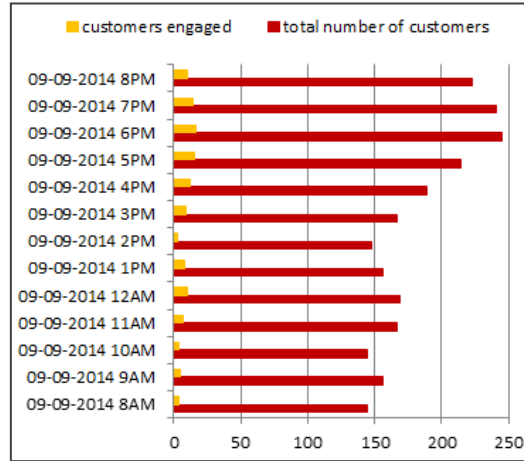
- Increase customer satisfaction
- Decrease personnel costs
- More targeted investment
- Improved ROI within 2 weeks

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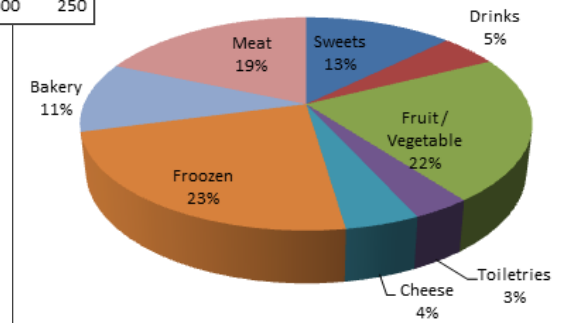
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Reporting

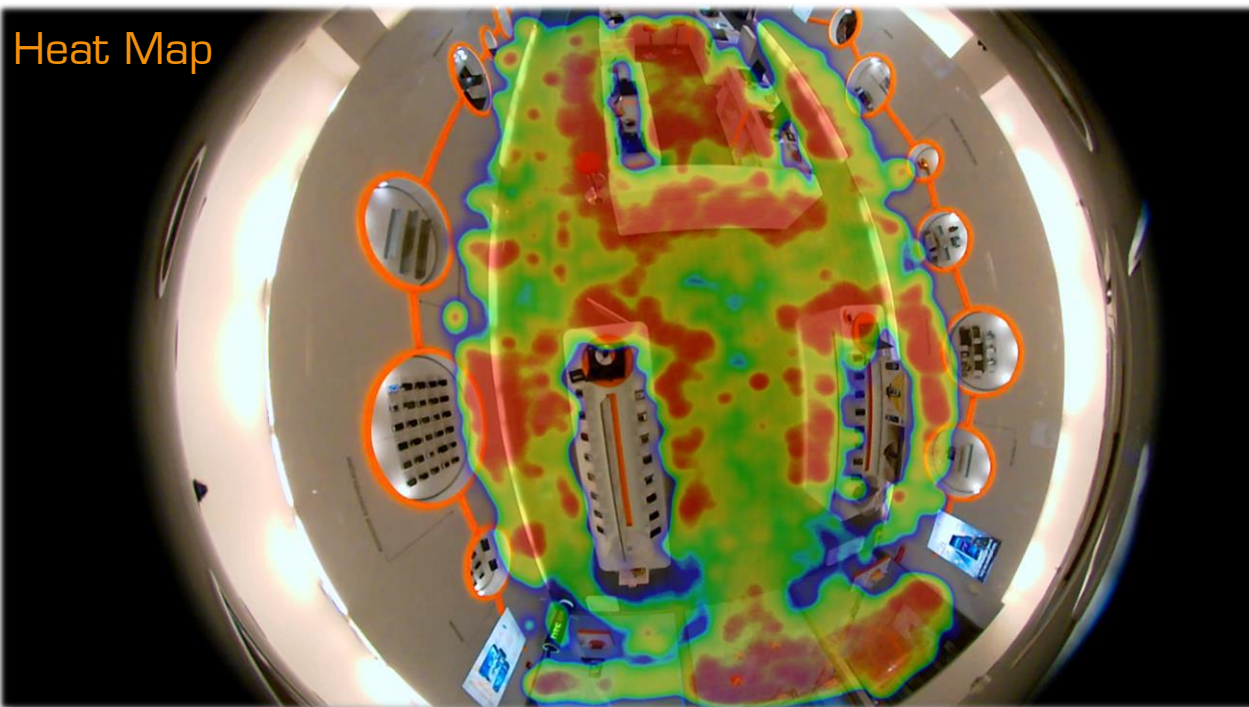
- Heat Maps
- Hot Spots
- Graphs
- Diagrams
- Tables



Rate of Department Utilisation



Reporting



Reporting



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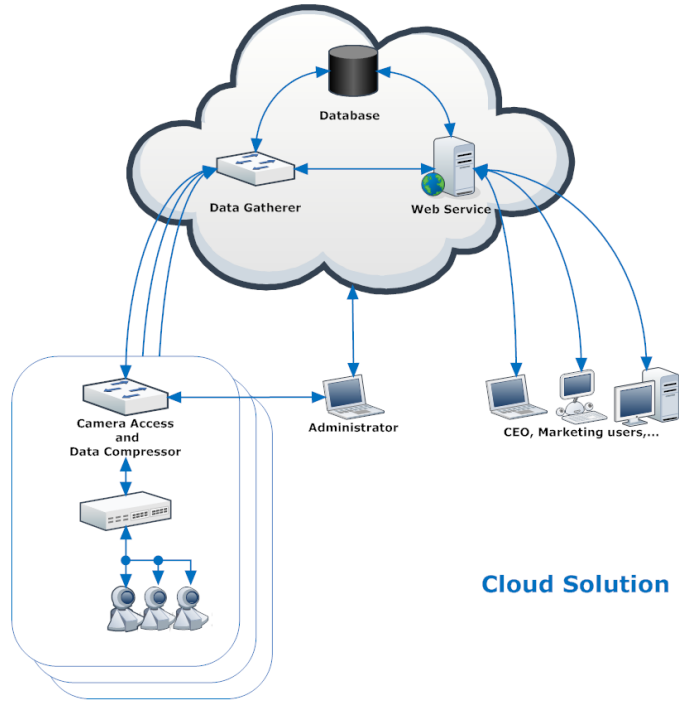
Customization

- Customization of user surface possible
- Creation of individual reports
- Allocation of individual rights for every user
 - Admin
 - CEO
 - Store manager
 - Marketing, etc.

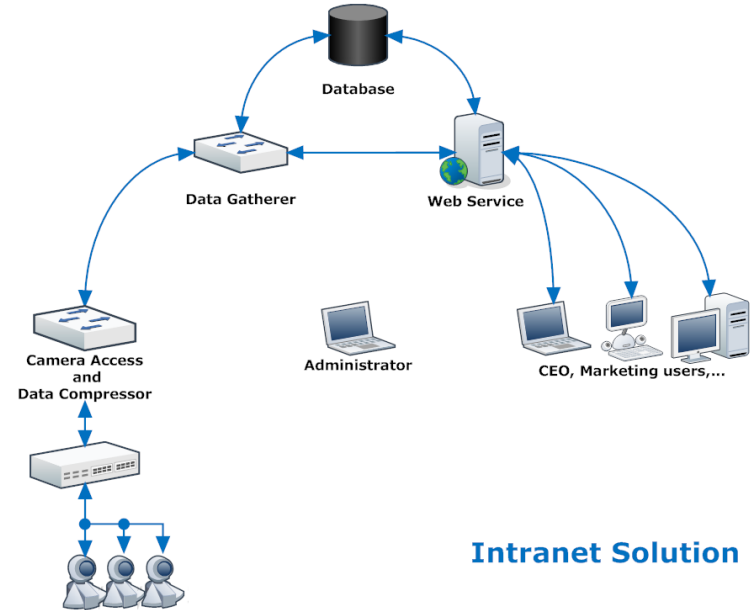
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Access options



Cloud Solution



Intranet Solution

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Integration

- Compatible with all major operation systems
- Independent from existing security systems
- Connection to existing RIVA camera system
- Connection to analogue systems possible
 - Via RIVA encoders



User friendly system

- Easy installation
- Easy camera search
- Data protection due to encrypted data transmission



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Summary

- Detailed analysis of customer behavior
- Fast & significant results
- Customization
- Optimal Price-/Performance ration
- High security level
- Easy integration
- **Improved ROI within 2 weeks**



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Contact

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