



sentistic

“生意的”人流數據照明裝置

OFFLINE DATA, ONLINE POSSIBILITIES

Sentistic provides an end-to-end Internet of Things (IoT) solution, empowering your building infrastructure with ground-breaking algorithms that provide valuable off-the-shelf insights for your customers.

HOW COULD SENTISTIC INSIGHTS IMPROVE YOUR CUSTOMER'S OPERATIONS ?



RETAIL

Optimize revenues up to 15% by understanding your customers' needs and desires.



OFFICES/REAL ESTATE

Understand your exact building occupancy and optimize your space usage up to 20%.



HOSPITALS

Improve operations by tracking patients, doctors and assets and navigate to the right locations.



SHOPPING MALLS

Optimizing shopping mall lay-outs, by understanding visitor patterns and placing stores in the right area.



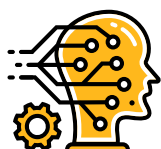
(PUBLIC) TRANSPORTATION

Improve personnel, asset planning and customer satisfaction by understanding customer occupancy and journey.



PLUG AND PLAY IoT

Enable building infrastructures to become data driven. The system functions independently, no additional apps, hard- and software required.



OFF-THE-SHELF INSIGHTS

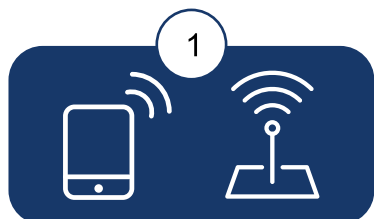
Customize your insights dashboard and have access to the latest IoT applications through the Sentistic Marketplace.



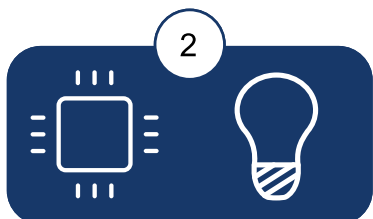
GDPR PROOF

Sentistic algorithms provide valuable insights without processing personal data and compromising on privacy.

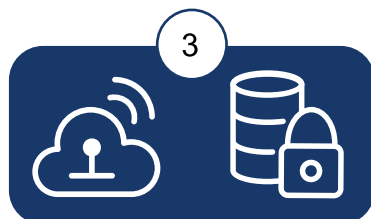
Sentistic Solution Architecture



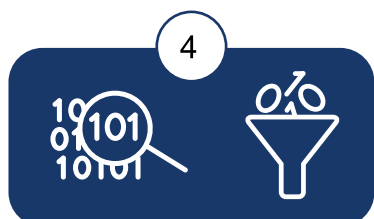
Mobile phone and sensor signals (Zigbee, BLE, etc.)



Signals are captured by sensors in a Sentistic enabled Lighting system and are anonymized to protect privacy (GDPR compliant)



Anonymized data is collected in Sentistic's Big Data Platform



Through Sentistic's proprietary algorithms, the data is transformed into valuable insights



Users compile their own dashboards with off-the-shelf insights from the Sentistic application Marketplace



The dashboard visualizes the gathered data of locations with Sentistic enabled lighting systems



CUSTOMER PROFILING

Know the portraits of your visitors to help make decisions and test the effects on visitor profiles.



HEAT MAPPING

Understand visitor footfall, walking routes and 'hot' & 'cold' areas with the highest precision in your environment.



LOCATION OPTIMIZATION

Have your own Decision Engine, supporting you to make and improve your environment based on historic insights and predictions.



ASSET TRACKING

Track your physical assets inside your environment.



INDOOR NAVIGATION

Locate objects, areas, products and people inside your environment.



LOCATION BASED MARKETING

Respond to the needs of your visitors and convert this to higher satisfaction and sales conversion rate.



BENCHMARKING

Compare your activities from various locations with others and determine which decisions, actions and advertisements per location have the desired effects.



PREDICTIVE ANALYTICS

Be prepared by understanding patterns from your data and predict future events.



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“生意的”人流數據照明裝置

內置數據系統燈具

本公司與荷蘭科技公司 sentistic 合作，成為大中華地區合作夥伴，我們可以在多款照明燈具上安裝一個數據感應器，當人流及其智能電話進入有感應器覆蓋區域，相關數據會即時輸入系統，即時作出統計及分析，可以統計該手機機主的逗留位置及時間，使用者可以即時在 App 上收集數據，以改善營運及業務分析。

這先進系統十分適合大型的百貨公司、超級市場、零售業、以至大型商場管理公司及其他公共設施使用用來統計及分析不同位置及不同時間客人流量。其中一個比利時案例為一家超級市場使用系統，之後他們了解到某一些產品銷售區域最多人停留及停留時間最長，以及他們平均付款的時間及那個時段最繁忙，超市經理可以從數據中加強某一些產品的供應及調整放貨面積，甚至增加服務人手。並適當調配收款櫃檯的人手。另一個按例可以推廣給大型商場，管理公司可以了解到那些商戶最受歡迎，同一組客人會停留那一些商戶，時間多久，有冇到試身室或收款處，這些數據都可以令管理公司考慮那一些商戶最受歡迎，從而得出結論將來重新編排商戶位置已達最高成本效益。安裝簡易只需一個路由器，簡易下載 App，便可以連接系統，費用合理。