# Video Analytics

**In** the era of growth of big data, the rapidly expanding IoT adoption and demand for real-time analytics empower enterprises to make smarter business decisions. People counting by video analytics solutions provide actionable insights that help enterprises increase profitability and improve operational efficiency.
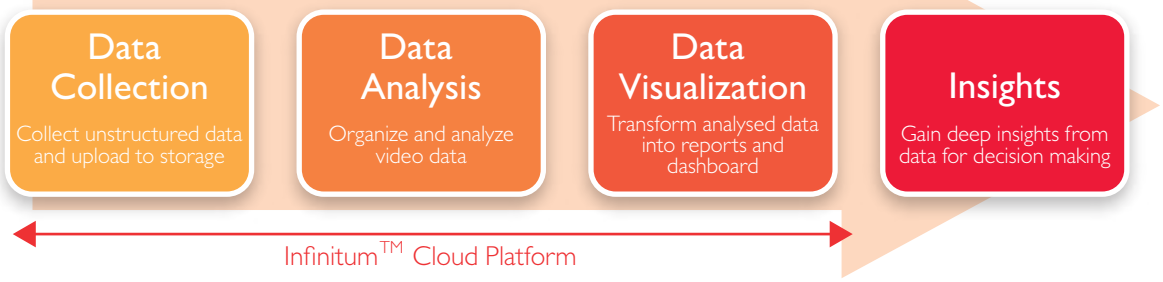
Sales and marketing strategies can be developed based on the information of sales revenue being generated correlated to the crowd, the product locations in the store and customer profiles. By leveraging the insights from these data, companies can determine more precise decisions on marketing, facilities management, staffing, security and more.

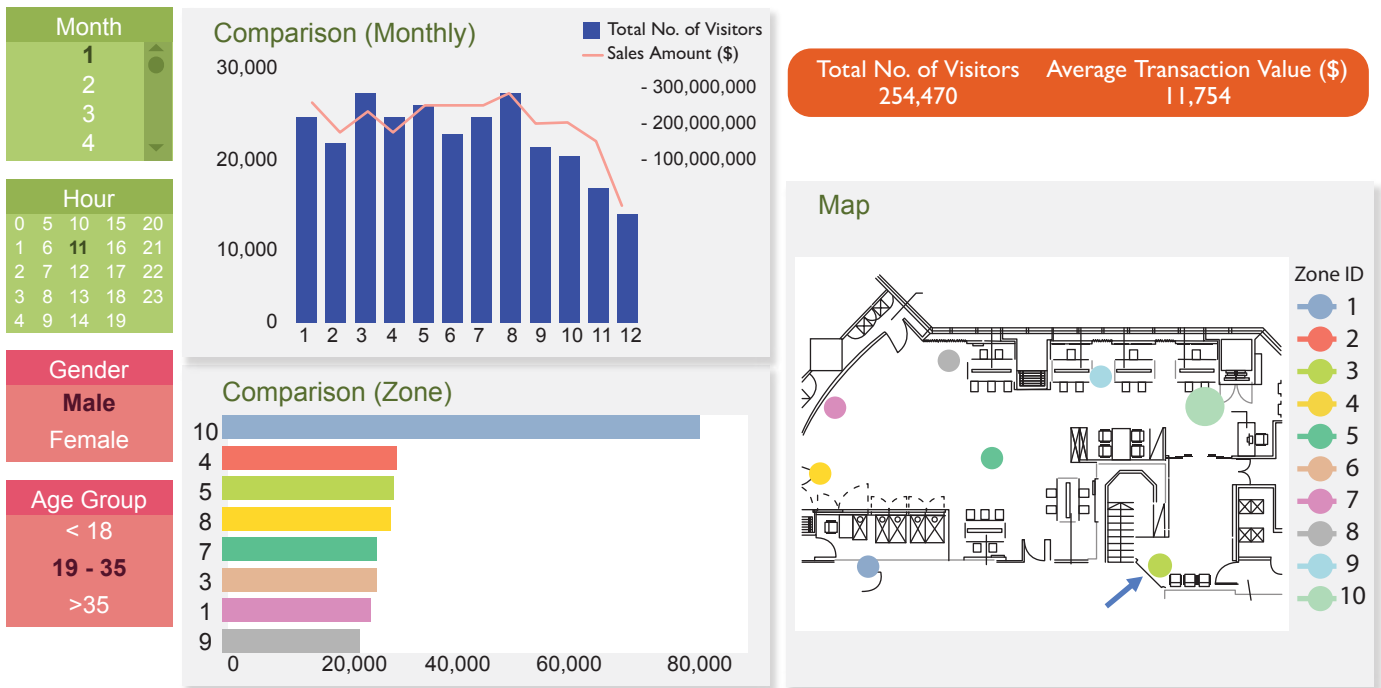## Enhanced approach to gain valuable insights

By supplementing video analytic technology with people counting solutions, retailers can get a more comprehensive view of customer and product footage in-store, hence provide instant response to the customers' activities in a timely manner.

From capturing unstructured data by in-store video camera or newly installed IoT device, transforming into useful data for analysis to data visualization and reporting, PCCW Solutions' end-to-end Video Analytics - People Counting solutions support retailers to enhance business strategies through realizing the customer values from in-store data.

# PCCW Solutions supports retailers to get insights from valuable data



All devices, analytics solutions and visualization tools are connected to PCCW Solutions' world-class cloud platform – Infinitum™, ensuring the data security and reliable infrastructure. PCCW Solutions' industry experts offer consultancy service and customized solutions which best suit the needs of specific retailer.



## Features and benefits

- Real-time people counts break down by customer profiles

- Support real-time location-based promotion campaigns

- Evaluate performance of product selling locations

- Assess the impacts of changes in sales volume

- Enhance productivity of sales staff

- Real-time access to data for faster decision making

## About PCCW Solutions

PCCW Solutions is a leading IT services company in Hong Kong and mainland China. We adopt the latest technologies to help clients create business value and succeed in an ever-changing economic environment. We offer a wide range of services including software solutions, IT and business process outsourcing, cloud computing, system development and solutions integration, data centers, hosting and managed services, e-commerce and IoT solutions. PCCW Solutions is committed to meeting customer needs to help them achieve business goals.

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