

Application Story

A Retail Chain Store In Taiwan

Mr. Lai is the owner of a consumer electronics retail chain in Taiwan. Total 20 of his stores were applied with UShop+ Store Traffic and Store Heatmap Analytics solutions. Each store manager can check their store performance including number of visitors, amount of transactions, conversion rate, sales contribution per human hour as well as average sales per unit area (sales revenue/total meter square of a store) through UShop+ mobile manager app in preferred time period. Mr.Lai immediately found out that there are 1,000 customers come to one of his store each day on average, but only 200 transactions were made.

In the end, Mr.Lai set a performance target for his store managers: to improve the conversion rate and enhance the average customer transaction amounts. He removed untargeted products from popular zones inside his stores, invested the display in middle to high margin products such as gamer gears in order to highlight the value of these products. After 3 months, his stores achieve a 10-20% sales growth rate compared to last year.

Choose Compared Time Period

Top 5 Popular Zones in the store

Traffic Flow Comparison in Specific Dates

Switching BI Dashboard in Main Menu

Avg. number of shopper and dwell time in detected zones

Download Report in Excel Format

Store A
Tue, July 11

Visitors: 1,267 (+5.1%)
Sales Volume: 23,000 (-7.2%)

Store A
Tue, July 11
Lita Cafe | 14:00

No.	Avg. Dwell Time (sec)	
01	54	25
02	40	38
03	28	30
04	28	31
05	14	47

Period Peak Zoom

Total Amount: 1,267 (+5.1%)
Top: 69 (12:00)
Bottom: 21 (7:00)

Overview | Ranking | Analytics | Report

Ordering Information

WISE-PaaS Situation Room			
WISE-PaaS Situation Room SRP-SR-100-BTO	LCD Wall: 1 x 86" + 2 x 55" Server and Display: 1 x DS-980 Control Panel: 1 x UTC-520 1 x WISE-PaaS/SignageCMS		
WISE-PaaS VIP Membership 98DPWSPA0A	WISE Point: 2,000 points		
Solution Ready Packages (SRP)			
S1. <input type="checkbox"/> People Counting and Store Heatmap SRP	<input type="checkbox"/> UCAM 2D UCAM-120A-U01 <input type="checkbox"/> UShop EIS Lite UBX-310UST-G1E-C	<input type="checkbox"/> UCAM 3D UCAM-130A-U01 <input type="checkbox"/> UShop EIS Standard AIMC-342UST-G1E-C	Fisheye IP Camera <input type="checkbox"/> UShop EIS Pro AIMC-342UST-G3E-C
S2. <input type="checkbox"/> Interactive Digital Signage SRP	<input type="checkbox"/> Store Player-Lite UBX-310UDS1-G1E-C <input type="checkbox"/> 10" UTC-510 <input type="checkbox"/> 15" UTC-315	<input type="checkbox"/> Store Player-Standard DS-570UDS1-G1E-C <input type="checkbox"/> 20" UTC-520 <input type="checkbox"/> 32" UTC-532	<input type="checkbox"/> Store Player-Pro DS-980UDS1-G1E-C <input type="checkbox"/> 42" UTC-542
S3. <input type="checkbox"/> Intelligent eMenu Board SRP	<input type="checkbox"/> eMenu Player-Lite DS-080UDS1-G1E-C	<input type="checkbox"/> eMenu Player-Standard DS-780UDS1-G1E-C	
S4. <input type="checkbox"/> POS Loss Prevention SRP	<input type="checkbox"/> UShop EIS Lite UBX-310UST-G1E-C	<input type="checkbox"/> UShop EIS Standard AIMC-342UST-G1E-C	<input type="checkbox"/> UShop EIS Pro AIMC-342UST-G3E-C
S5. <input type="checkbox"/> Modular Kiosks for Self-Service			
Application Ready Platform (ARP)			
A1. <input type="checkbox"/> Mobile POS System	<input type="checkbox"/> 8" MPOS-350	<input type="checkbox"/> 10" MPOS-370	
A2. <input type="checkbox"/> Versatile POS System	<input type="checkbox"/> 15.1" (4:3) UPOS-211	<input type="checkbox"/> 15.1" (16:9) UPOS-510	<input type="checkbox"/> 18" (16:9) UTC-318
A3. <input type="checkbox"/> POS Box	<input type="checkbox"/> X86 UBX-310 / UPOS-540	<input type="checkbox"/> RISC Platform USM-112	
Optional Purchase			
IoT.SENSE Training	<input type="checkbox"/> Basic Training <input type="checkbox"/> Advanced Training	2 days 1 day	
IoT.SENSE Consulting	<input type="checkbox"/> IoT Solution and On-site Technical Support	3 days	

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Heatmap

Sales Revenue

Store Footfall

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- Cross-Solution Integrated Retail Platform
- Improving Operational Efficiency with Retail BI



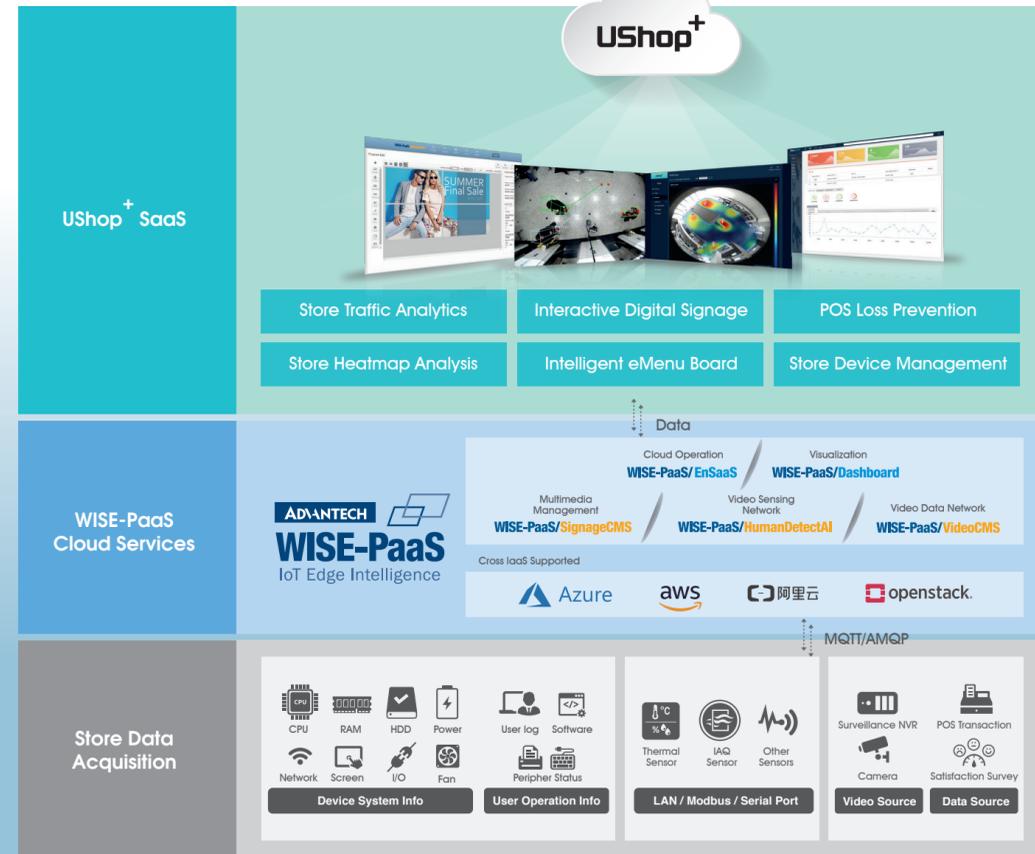
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Introduction of Integrated UShop⁺

The retail industry has reached a crucial point in its transformation, where big data analysis, enhancement of the customer experience, and online shopping have become key areas for innovation. Advantech UShop⁺ is a Solution as a Service (SaaS) cloud platform developed for retailers in meeting today's modern retailing business. This platform simplifies the targeting, engagement, and retention of high-value customers with the provision of various Solution-Ready-Packages (SRP) and Application-Ready-Packages(ARP) aimed at in-store marketing, store analytics, and store management. The UShop⁺ cloud platform provides an open RESTful API for multi-solution integration, allowing retailers to more efficiently optimize store management.

System Diagram



UShop⁺ Retail Situation Room

