

Key OMEGA specifications:

- Access from the browser of any device
- Scalable project structure
- Access to 50+ reports
- Access rights differentiation
- Integration of video counters by other manufacturers
- Automated data export to email
- Device monitoring and status notifications
- Various data export options

Minimum technical requirements for the server

OS	Windows Server 2012 R2 or higher
Windows browser	Google Chrome (latest version)
Processor	2.1 GHz 4-core
RAM	8 Gb
Hard disk	50-500 Gb

Software specifications

Interface	HTTP
Works with browsers	Microsoft Edge, Google Chrome, Opera, Safari, Yandex Browser
Access levels	3 levels: User, Administrator, SuperAdministrator
Ethernet	10/100 Mb
Time	NTP, time zone settings
Data transfer	TCP/IP
DB type	PostgreSQL
Data export formats	Txt, csv, xls
Data storage	Unlimited
System update	Scheduled
Backup	Supported

OMEGA, Analytics Platform

Centralized project management system

OMEGA the analytics platform is a corporate web-panel for clients who need to manage large numbers of people counters. The system collects data from all the devices and stores it on a single server. By connecting to that server, each user can get access to that data and analyze it.

OMEGA provides detailed analytics on the footfall statistics of each location both separately and in total, so data can be displayed by such levels as stores, cities, regions, and others, according to the company hierarchy. The data that the platform can provide includes:

- How many customers went in and out;
- Peak hours, days;
- Heatmaps and tracking maps;
- Passersby conversion;
- Geographical distribution

Ready report sets

More than 50 analytical reports in convenient formats for various functions and groups — top-management, marketing department, administration, regional managers and others. Each user can create a personalized dashboard, share it with colleagues or uploaded a ready set of reports designed by another manager.

Device monitoring

The system checks the activity of all connected devices to make sure that all the counters are online and are counting. It is possible to set up automated email notifications to several users for any issues that can be sorted by priority levels from low to high, in order to timely restore all functions.

Automated data export

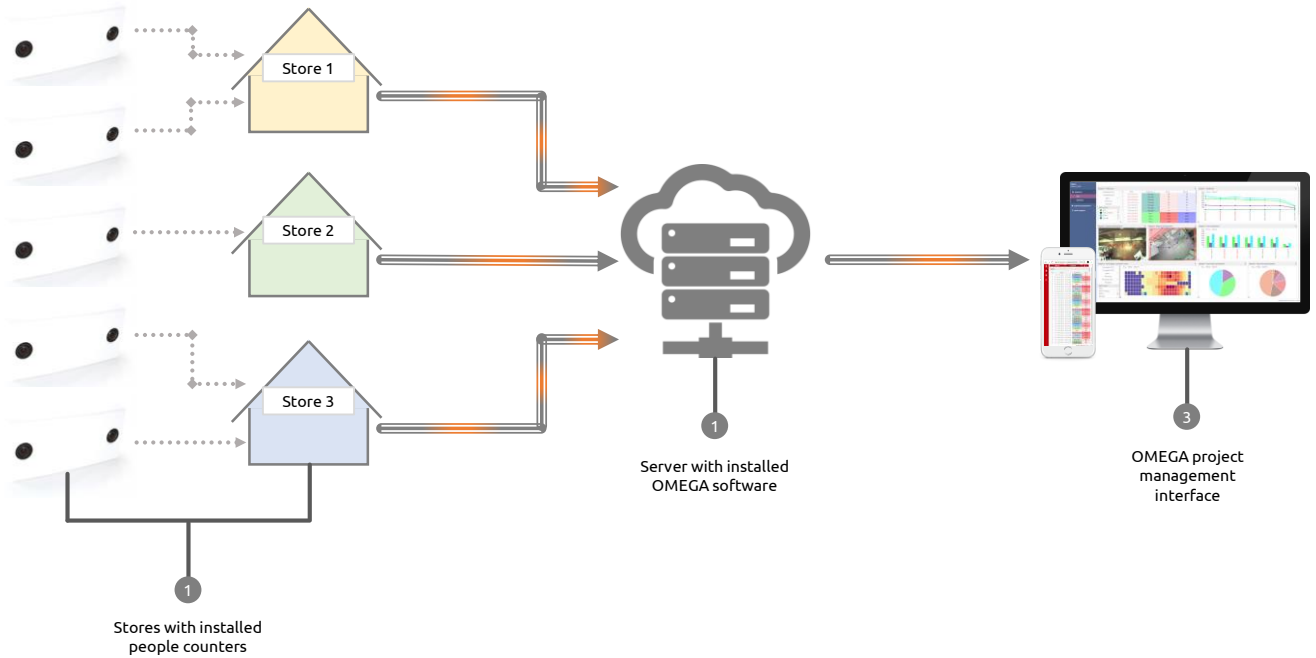
The platform supports different data export options, including a scheduled email data export of chosen reports to any email address.

Centralized data management

Using a server with centralized management, a user can view data from all the counters in the projects no matter their locations. The system allows connecting unlimited number of counters and store any data volumes depending on the server memory.



Data transfer



With footfall data from a people counting system you can:

- Track traffic distribution within the retail chain
- Find key stores or even products that attract the most customers
- Determine the best location for opening a new store
- Analyze increases and decreases in sales
- Determine peak and slow hours/days/weeks/months
- Optimize staff schedule and stock
- Monitor the efficiency of special offers, marketing campaigns and window display
- Find out the best leasing strategy

