



**10564 ent**

Total In  
May 08, 2016 - May 14, 2016




**290 ppl**

Max Occupancy  
May 08, 2016 - May 14, 2016



**10 PM**

Max Period of Occupancy  
May 08, 2016 - May 14, 2016




**D**

Most active  
May 08, 2016


**10207 ent**

Total In  
May 15, 2016 - May 21, 2016




**312 ppl**

Max Occupancy  
May 15, 2016 - May 21, 2016



**10 PM**

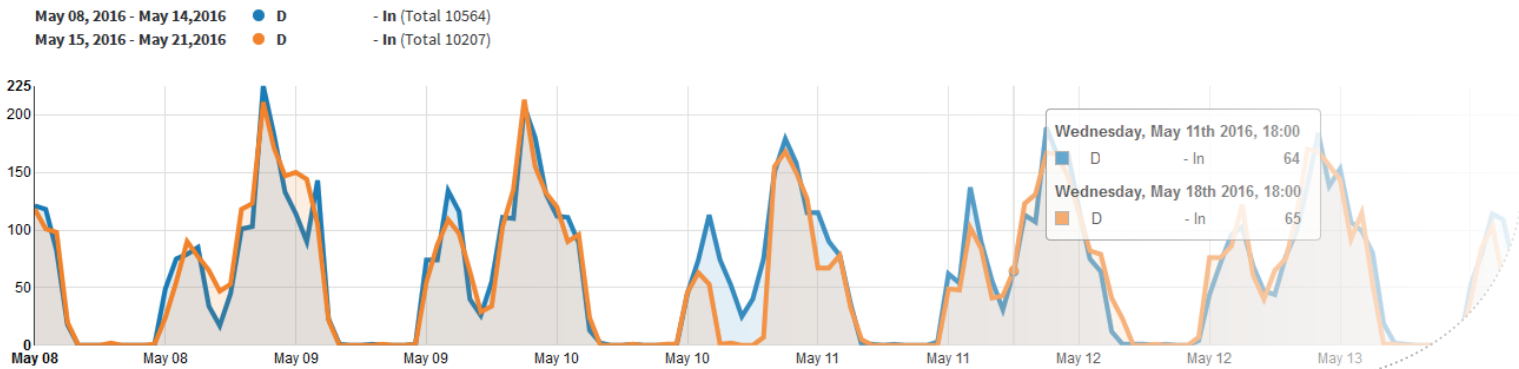
Max Period of Occupancy  
May 15, 2016 - May 21, 2016



**D**

Most active  
May 15, 2016

In  vs



# FoxCloud

## Attendance Analysis

As a complement to the people counting solution, Foxstream has developed an additional module that can be accessed from anywhere in the world, at anytime. The FoxCloud solution, offered in hosted mode and available through subscription, takes it one step further: in addition to FoxCounter's precise & reliable counting data, FoxCloud offers performant statistics data for comparative analysis and KPI definition.

FoxCloud, Foxstream's latest innovation, makes it possible to consult all counting data from various sites on a dedicated interface, on a hosted site.

FoxCloud allows you to:

- **display people counting results** from one or more sites
- **configure the display** by selecting which site or period of time you wish to view

➤ **compare counting data (in/out) of all sites** to prepare marketing or HR actions

➤ **compare different periods of time** on one site

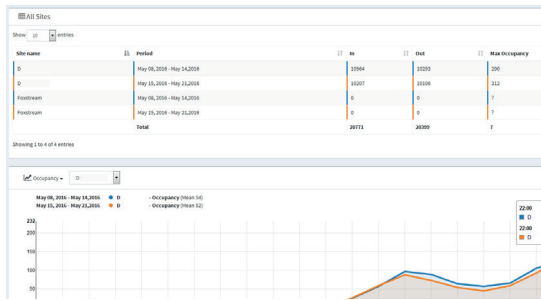
➤ **display the KPIs** in order to get a global view from specific and pre-set measures

➤ **access data via the Cloud**, anywhere, anytime

➤ **get an overview of a typical day or week.**

## FoxCloud Key Features

FoxCloud is a complementary module to FoxCounter, conceived for clients who require further statistical information on one or several site's attendance.



Thanks to FoxCloud, you can:

- **define most popular sites:** depending on the number of in / out, the occupation rate...
- **analyse the impact of an advertising or sales campaign:** by comparing the attendance data of a «normal» period of time with the period of time following the ad campaign, the number of people impacted by the campaign can be determined and used to calculate the campaign's ROI.
- **analyse the impact of events or staff turnover:** strikes, weather conditions, sick employees, merchandising changes... By linking frequentation to past events, it is therefore possible to anticipate forecoming events to optimize revenues.
- **optimize resources:** FoxCloud automatically aggregates the past data to establish a typical day or week, in order for you to optimize resources. You can select which period of time the typical day/week will be determined from in the calendar.

## FoxCounter Reminder

FoxCounter is a People Counting Edge Solution, entirely embedded inside cameras and used worldwide.

Key features:

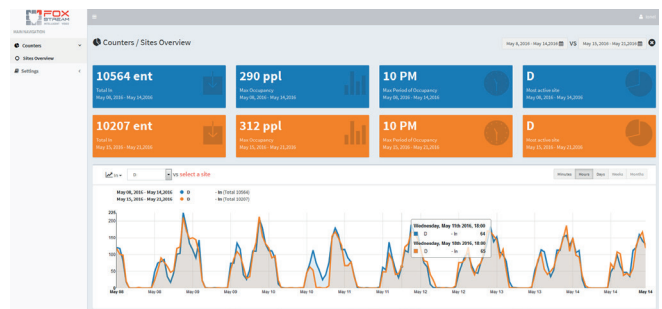
- **Performs bi-directionally (in & out)** even when people cross each other.
- **All-inclusive:** combines hardware & software.
- **Compatible with Axis and Samsung cameras.**
- **Can be run on a camera network:** all the data are aggregated on a dedicated web page.
- **Can be integrated to third-party equipments** (exportable data): a statistics software for instance can automatically retrieve counting data.
- **Autonomous solution:** continues to count in case of network cut.

## Benefits of the Cloud

FoxCloud is hosted via Microsoft Azure to benefit from:

- **safe data:** Microsoft builds security into software code, and a robust set of security technologies and practices ensure that Azure infrastructure is resilient to attacks, safeguards user access to the Azure environment, and helps keep customer data secure through encrypted communications.
- **privacy & transparency:** privacy, ownership & control over your customer data.
- **development:** we can adapt services according to our clients' needs.
- **storage guarantee:** the risk of data loss is eliminated.
- **sensor maintenance:** allows to continuously check the proper functioning of sensors and maintain the system.

More than 66 percent of Fortune 500 companies rely on Azure.



### In a nutshell

- Customized viewing of data, from anywhere, at anytime.
- Comparison of counting data by site, at configurable periods of time.
- Contribution to the Analysis of Ad Campaigns (or other events).
- Establishment of a Typical Day or Week to optimize resources.
- Customized Business Intelligence Application with KPI.
- Safe & Private Cloud Computing System.