

GLIMPSE ANALYTICS

Helping retail business fight
COVID-19

What is the current situation? Covid-19

Lockdown

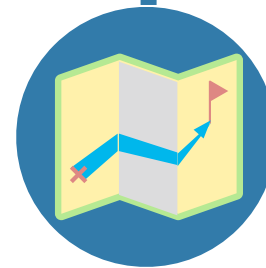
Transition

Long Caution Phase

Normalcy



We are here



Social Distancing

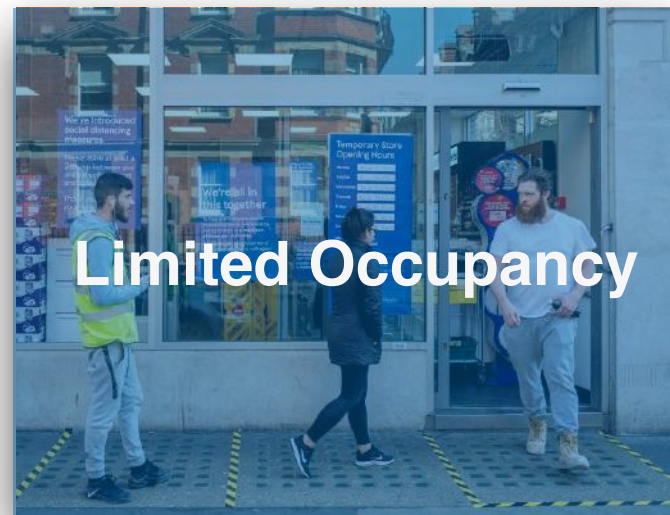
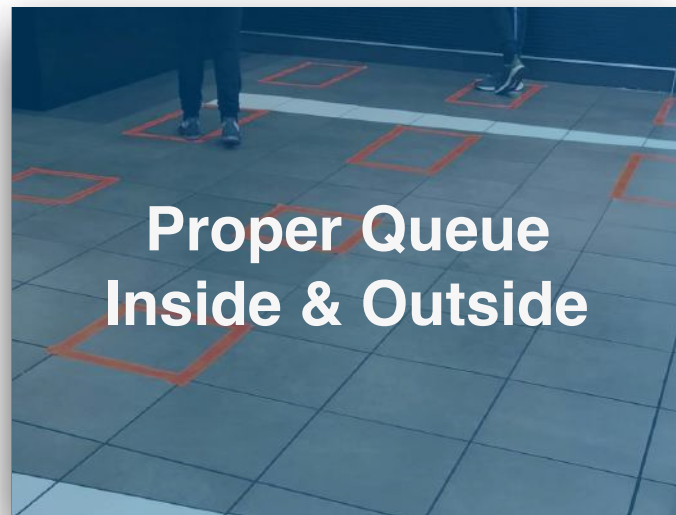
During Social Distancing

Customers afraid to visit the stores



Safe Stores

Customers feel comfortable & safe to visit



Glimpse Analytics

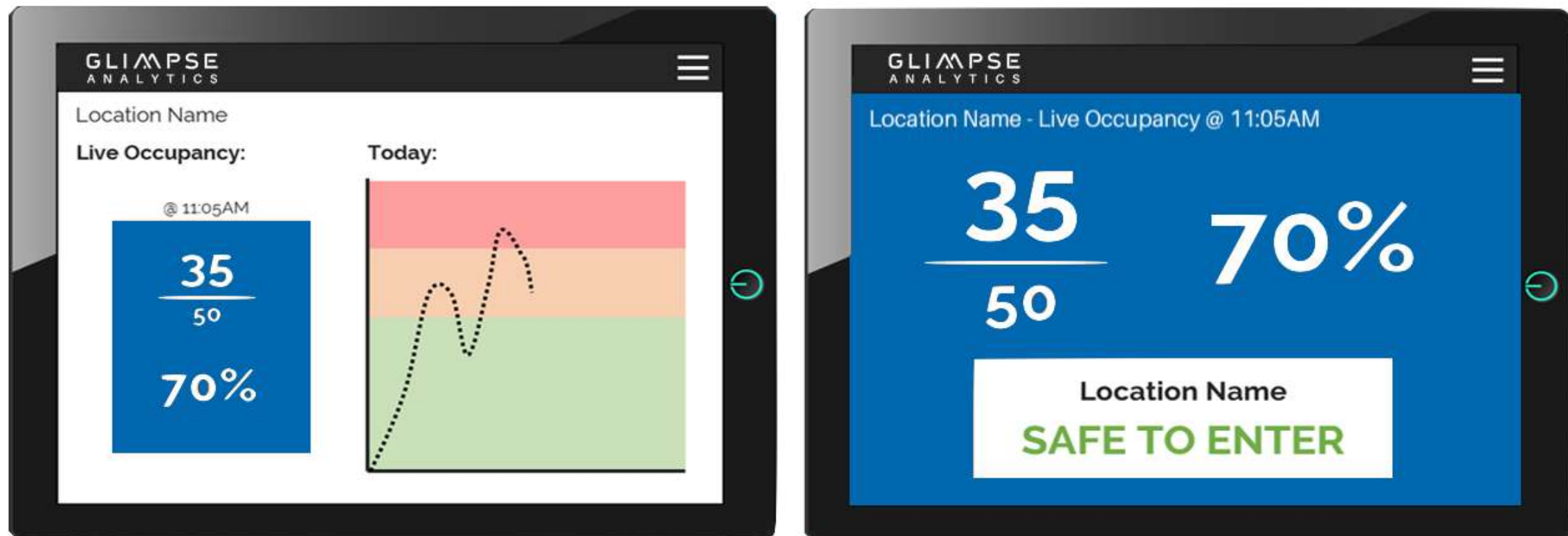
Ensuring social distancing at your stores



Glimpse Edge connects to the all existing CCTV cameras to provide advanced analytics & triggers

Covid-19 Solutions (1/4)

Live Occupancy Count



- Rule based triggers
- Connects to any display screen
- Shopper exit notifiers
- Staff detection

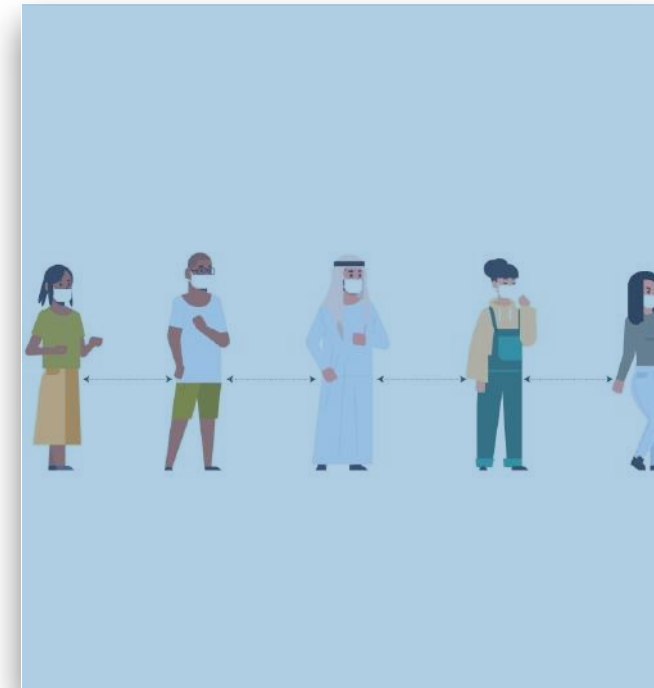
Covid-19 Solutions (2/4)

Queue Management - Entry & Billing Queues



Queue Length Trigger

Notifies if the queue length crossed a defined threshold



Queue Distance Trigger

Notifies if many shoppers are not maintaining distance in queue

Covid-19 Solutions (3/4)

Operations Management



Staff Safety

Ensures staff is wearing masks at all times while in store



Area Congestion

Notifies if any area is congested or if a group is formed



Movement Protocols

Ensures flow of shoppers in a pre defined way & in one way aisles

Covid-19 Solutions (4/4)

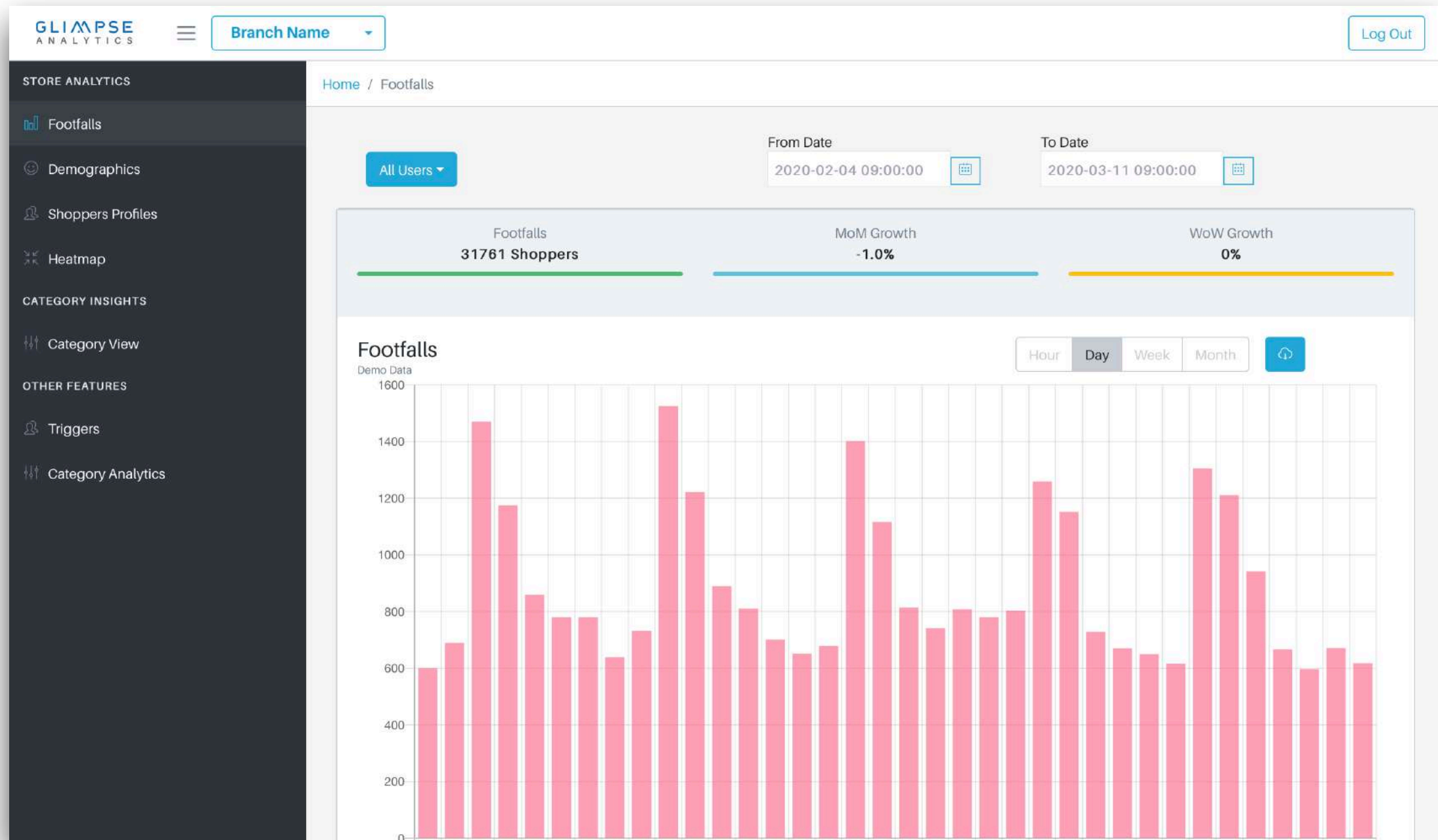
Sanitisation Checks



- **Tracks housekeeping staff**
- **Ensures areas cleaned at regular intervals**
- **Alerts on predefined rules**
- **Requires housekeeping staff to have a dress code**

Where to view the data?

Dashboard + Email/SMS/App based Triggers



Our Customers

More than 20 million points processed across 5 countries



DIACRAFT

Proud Member



In the Media



REUTERS



NEWS

THE ECONOMIC TIMES

BUSINESS INSIDER

The New York Times

Privacy & Security

Edge Processing - No video feed uploaded

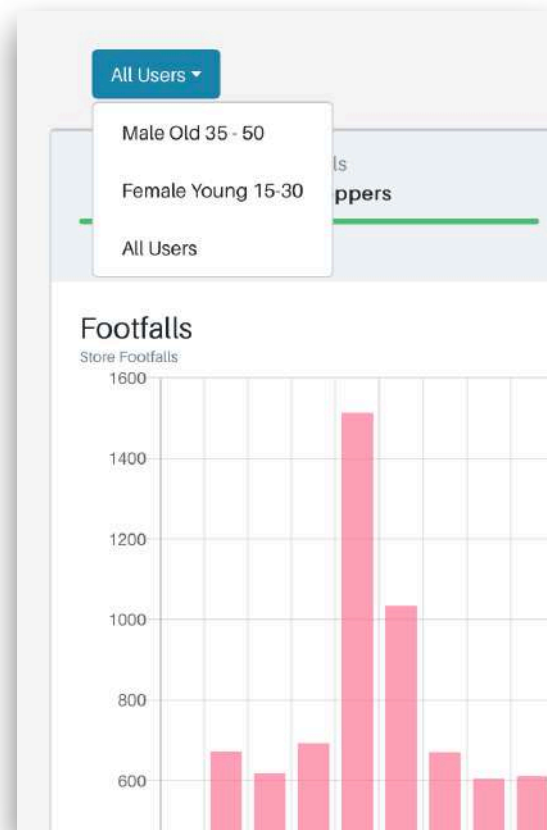
- No video feed uploaded
- 100 % data processed in your premises
- AES-256 encryption of all data
- OAuth authorisation
- SSL - HTTPS protocol
- Access control per module



Our other solutions

Shopper Analytics

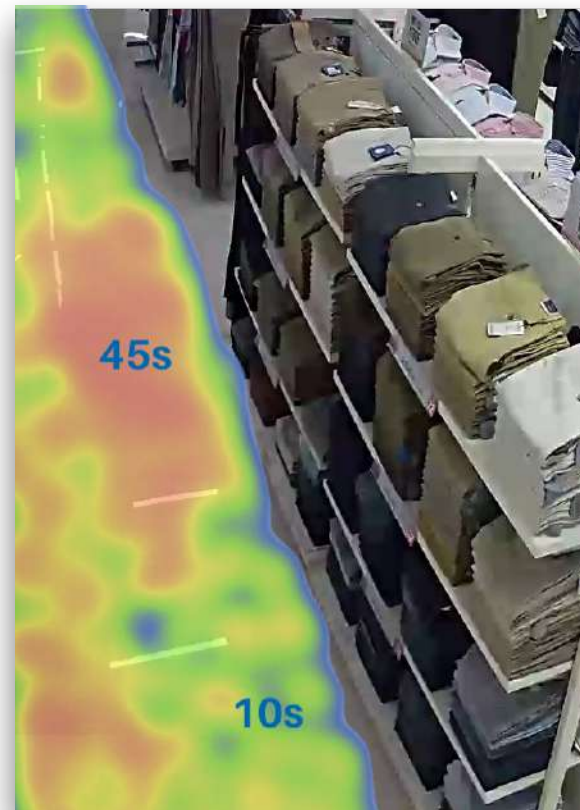
Footfalls, Passers By
Age & Gender



Insights & increase in
Conversion

Category Insights

Area Analytics, Heatmaps,
Live Capture & Notify



Increase in sell through
rates

Operational Triggers

Automated Occupancy,
Queue, Congestion Triggers



Less drop ratio & higher
basket size

The new technologies are here

Build the store of the future

Thank you

Call us: +91 96198 51161

Email us: connect@glimpseanalytics.com

Visit us: www.glimpseanalytics.com

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