CrowdTrac™

ZONE 5
25%
Within Limit

ZONE 3
70%
Within Limit

ZONE 4
100%
Limit Reached

ZONE 2
60%
Within Limit

ZONE 1
85%
Reaching Limit

Agile. Accurate. Analytical.

Make better business decisions with Intelligent People Analytics

dormakaba

Future-Proof your Business with Data-Driven Decisions
People Analytics Solutions

The dynamics of occupancy and people's mobility inside spaces have vastly changed in recent years. Safety and social distancing are prioritised more, and the movement inside public and commercial spaces have changed as a result.

When the competition is tough, whether a business flourishes or struggles to achieve growth depends on the occupancy of these spaces and how customers interact within these spaces. At this juncture, making business decisions based on instinct may not positively impact your business. It is time to leverage the power of data with regard to occupancy and people analytics to make sound business decisions.

The CrowdTrac™ solution from dormakaba offers you the people counting data for the benefit of your business and facility to help you achieve more.

- Direct business impact
- Predictive analytics for increased efficiency
- Energy efficiency
- Control over occupancy levels
- Safety and social distancing
- Crowd management
- Emergency exit preparedness

With these measures, you can achieve occupant safety, cost savings and growth.

Setting Standards in Privacy

dormakaba CrowdTrac™ keeps track of the number of people in the space without intruding into people's privacy. Every time the system identifies the entry/exit of a person into a zone, it counts the people movement completely faceless and anonymous. The system is designed from ground up with privacy as a core value. As a result, when the system senses a person, it merely counts the number only. The visitors are:

- Completely anonymous

- Faceless

- Not identified by gender or age

- Not intruded in any way

Leveraging the Power of Data
Decisions Based on Insights

An Intelligent People Occupancy Solution which converts People Counting Data into meaningful information in real time. Now make sound business decisions based on people anlaytics.

CrowdTrac™ equips entrances and doors with discreet sensors to measure the number of people entering a zone, their movement through different zones and real-time occupancy data for every zone. It connects to a central control system that integrates data from all the sensors installed in various access areas, zones and entrances. This system provides businesses with comprehensive data and insights related to occupancy and footfall across multiple zones of your space.

Through a highly customised dashboard tuned to various business requirements, you can obtain all the relevant data at your fingertips. It can also be tied to cloud storage to record occupancy levels. This provides access to insights at any given time from anywhere. It also lets businesses paint a bigger picture of occupancy trends and footfall in various zones in their space at various points of time on different days. With the power of data analytics and trends in occupancy and footfall, they can fine-tune their operations to serve customers better, achieve energy efficiency, cost savings and growth, while ensuring occupant safety and privacy.
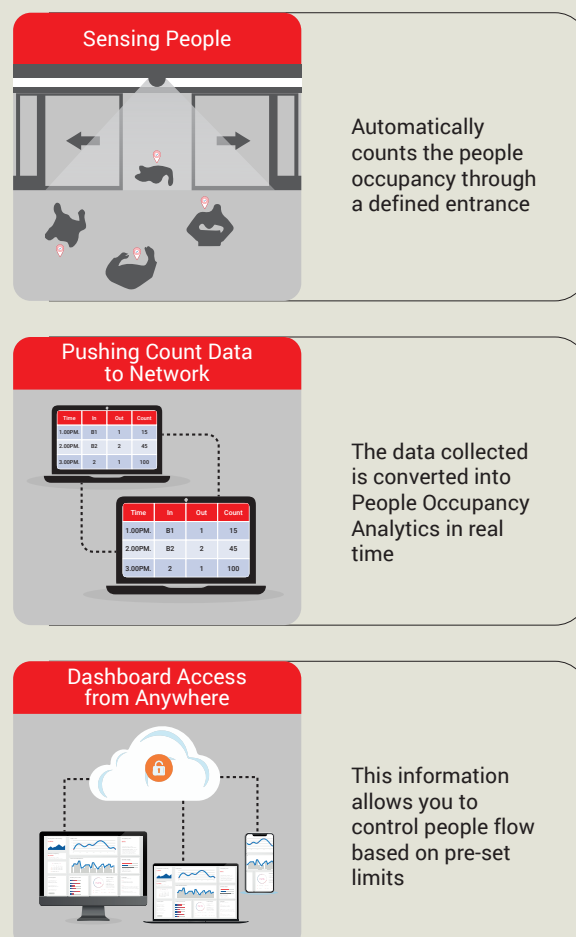
Shopping Malls | Commercial Spaces | Supermarkets | Large Office Complexes| Metros | Stadiums | Hospitals | Educational Institutions | Airports
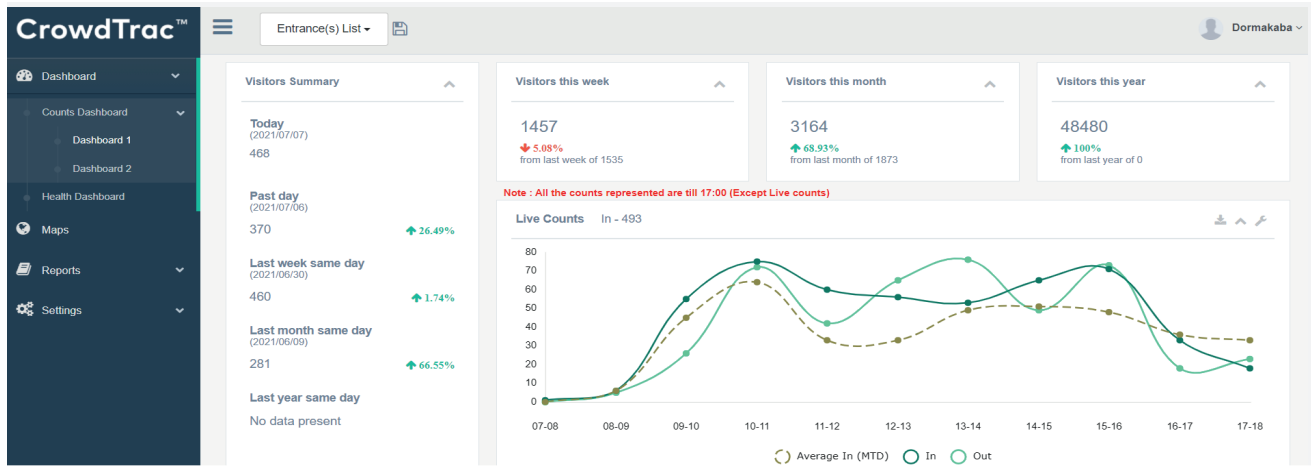
Benefits

With CrowdTrac™, you can:

- Assess direct business impact and take actions. Track number of people visiting, understand customer movement flows, identify effective layouts, strategize and plan future marketing campaigns based on crowd insights.

- Analyse footfall trends, determine peak hours and lean hours, and allocate store resources effectively to serve customers better. Connect multiple shops via network and the individual/collective footfall results can be analysed for business optimisation.

- Achieve energy efficiency and cost savings by scheduling the operation of electrical devices like HVAC based on occupancy trends.

- Manage access to your space when a pre-determined occupancy level is reached.

- Collect accurate footfall data: Monitor multiple entries and exits to get the accurate number of customers who visited your premises in a specific hour, day, week, month and even the whole year.

- Enable emergency preparedness to ensure easy egress of all people from all floors of the building in the event of a fire or other security emergencies or hazards.

What CrowdTrac™ can do

Sensing People

Automatically counts the people occupancy through a defined entrance

Pushing Count Data to Network

The data collected is converted into People Occupancy Analytics in real time

Dashboard Access from Anywhere

This information allows you to control people flow based on pre-set limits

Data Dashboard

CrowdTrac™ solution can also be integrated with

Automatic Sliding Door

Automatic Swing Door

Sensor Barriers

Half-height swing doors

Tripod Barrier

Manual Swing Door

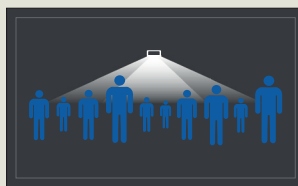# Components of CrowdTrac™

CT Sensor

3D IR Technology

Differentiates adult, child and group sizes with high accuracy rates

Ignores shopping carts and material movement

No local server required for standalone system

Control Module

Control Module is a master device to display the count data from the CT Sensor. It has the capacity to control a single entrance door as well as multiple entrance doors based on the configuration.
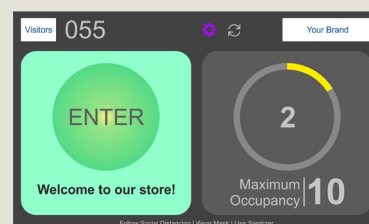
PoE Injector

POE Injector is needed for CT Sensor to provide power to the device over Ethernet.

POE Switch

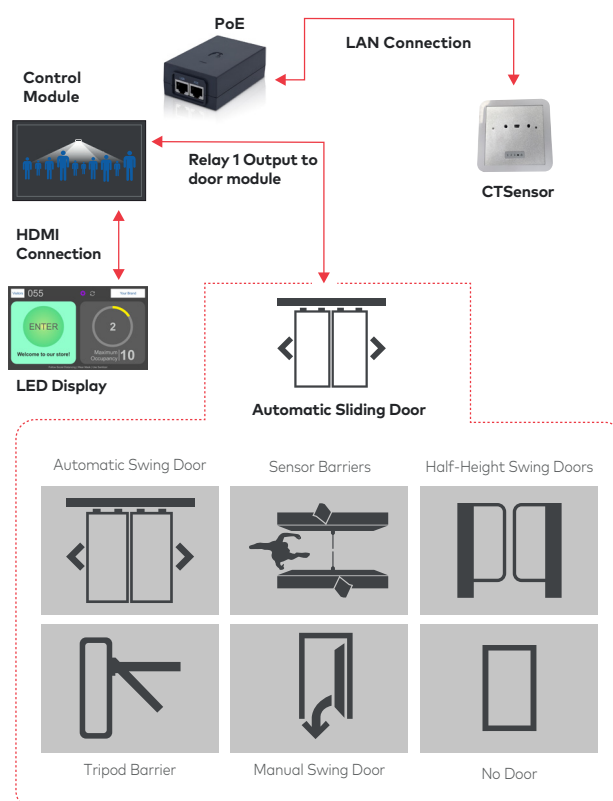PoE switch is required for a multi-door configuration to provide power+data to the CT Sensor.
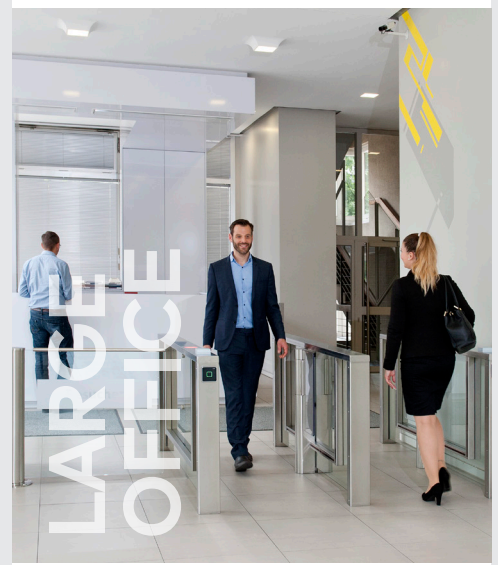
Monitor

The optional monitor display is 24" screen that is installed near the door to display live occupancy data.

Key Features

- 3D IR Technology with high accuracy for counting adult, child and group sizes

- Counts the flow of people in both ways (entry and exit) at the same entrance

- Ability to connect more devices from multiple entry and exit doors using an Ethernet Switch

- Optional accessories for mounting on wall / true ceiling / false ceiling

- Management of occupancy parameters and alerts by an authorised person

- Optional cloud storage for recording customer footfall data, which can be pulled back at any point of time at any location for data analytical purposes

Typical connectivity general architecture

PoE

LAN Connection

Control Module

Relay 1 Output to door module

CTSensor

HDMI Connection

LED Display

Automatic Sliding Door

Automatic Swing Door

Sensor Barriers

Half-Height Swing Doors

Tripod Barrier

Manual Swing Door

No Door

Shopping Malls

Shopping malls are vast, and the traffic pattern varies through the day. CrowdTrac™ provides insights on mall activity trends, peak periods, floors drawing maximum crowd, areas that are a bottleneck to smooth visitor flow etc. These insights allow you to plan daily marketing campaigns, identify areas most suited for the next pop-up stall or the product launch event. You can even identify bottlenecks and to plan layout changes.

1. Analyse footfall and occupancy trends in different zones.
2. Use the data to determine the accessibility and popularity of each zone.
3. Helps to locate the low traffic movement areas and able to alter the floor plan.
4. In case of fire or other security emergencies you have the count of people on all floors and this can come in handy for easy evacuation from all floors of the building.
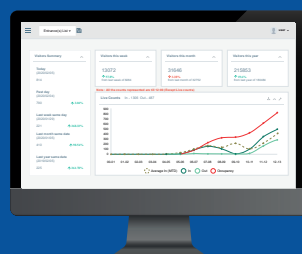
Supermarkets and Large Retail Spaces

Positioning the products at the right places is key to sales conversion in Supermarkets and large retail spaces. Products in high demand should be at an accessible location. At the same time, slow moving products can also be promoted by creating better visibility. But to determine these, you need people analytics. With CrowdTrac™, you can:

1. Analyse the footfall in various zones to determine the popularity of products.
2. Move the most popular products based on the people movement.
3. Analyse the data to identify spots with highest footfall and the zones that customers spend the most time in and vice versa.

Large Office Spaces

Office spaces are all about safety and efficiency. They consume a lot of energy, and that can add up to the operational cost. With people analytics, you can control your spending on energy usage, ensure efficiency and achieve savings. You can also implement social distancing measures and place adequate fire safety measures based on occupancy in various zones.

1. Organise the space according to occupancy levels to manage space efficiently.
2. Control HVAC levels depending on occupancy trends to ensure efficiency.
3. Schedule maintenance, cleaning and all the operations according to occupancy levels and achieve efficiency and cost savings.
4. Implement social distancing protocols based on the occupancy levels.
5. In case of fire or other security emergencies you have the count of people on all floors and this can come in handy for easy evacuation from all floors of the building.

Hospitals

Crowd control in hospitals is crucial in these times. Social distancing and occupant safety are a priority.
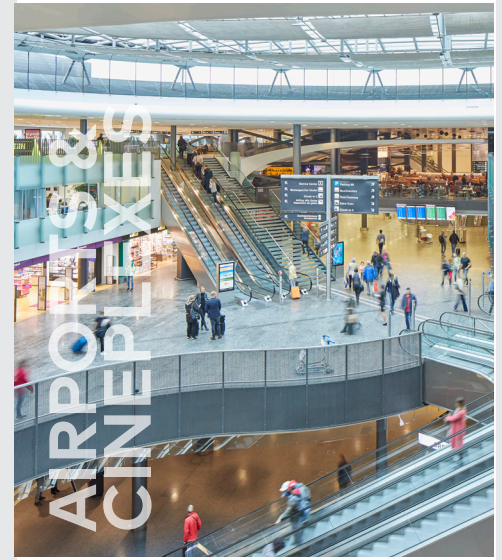With CrowdTrac™, you can:

1. Keep an eye on real-time occupancy data.
2. Set occupancy limits.
3. Automatically restrict access to a zone when the maximum occupancy levels are reached.
4. In case of fire or other security emergencies you have the count of people on all floors and this can come in handy for easy evacuation from all floors of the building.

Educational Institutions

Student safety is a priority in educational institutions. People analytics enables you to keep count of the number of students in your institution. This ensures safety of the students and peace of mind for the parents, teachers and management. With CrowdTrac™, you can:

1. Monitor the occupancy levels in each class room.
2. Keep count of the number of students in each classroom as well as the institution.
3. Track the movement of students between classrooms to ensure attendance.
4. Maintain orderly conduct and movement of students and visitors.
5. In the event of fire or a security threat you have the exact count of students within the premises which is critical for safe evacuation.

Airports, Cineplexes and Stadiums

Airports, Metros, Hotels, Cineplexes and Stadiums are highly crowded spaces and they require crowd management and safety measures for the occupants. They also encompass commercial zones that require easy access. With people analytics, you can achieve all that. With CrowdTrac™, you can:

1. Analyse occupancy levels and implement safety protocols, such as social distances.
2. Restrict access to overtly crowded zones.
3. Analyse footfall data to identify the most popular spots to set up shops and kiosks.
4. It is essential to have an efficient system for evacuation of crowds in areas that witness mass gatherings. With CrowdTrac™ you have the exact count of people that enable easy evacuation in the instance of a fire or other security emergency.

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Subject to change without notice

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