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Consumer Heat Maps

Steigerung der Vertriebs-effizienz durch Analyse von Filialbesuchern



Sowre: a system integrator

Sowre: key facts

Key Figures

- 2 Locations
 - Italy (Milano)
 - Switzerland (Lugano)
- 90 employees
 - 60 IBM technology and solutions
 - 30 SAP consultants

Relation with IBM

- IBM BP since 1998
- Premier Partner since 2005
- 93 certifications
- 2000: first European DB2 Olap Server installation
- 2001 – 2004 TCI Top Performer
- 2006 IOD Finalist with Ducati solution
- 2012 Beacon Award for best Industry solution for Retail (Sowre CHM)
- Several joint projects & engagements:
 - Tamoil, Ducati, Colacem, Beic, Esselunga, Avio, Recordati
 - Primary Business Partner for IBM in *The Fashion Alliance* Project

Industry Competency

- Fashion :
 - Armani, Zegna, Gucci, Prada, Ferragamo, Versace
- Retail and Distribution :
 - Esselunga, Auchan, Coca Cola, Kraft, Barilla
- Automotive, Consumer goods industry :
 - Ducati, Colacem, Avio, CGT Caterpillar
- Media : Sky Television, EMI, RCS (Corriere della Sera)
- Oil & Chemical : ENI, Tamoil, Mapei, Pirelli
- Finance : Zurich Italy, Helvetia Italy, CIB Bank Budapest

Areas of Expertise and Solutions

- Collaboration, Portal, Social Business



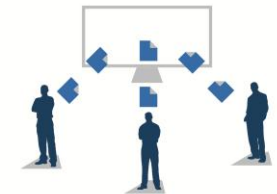
Collaboration

- Business Insight, Analytics



Business Insight

- Enterprise Content Management



Enterprise Content Management

- ERP , Core Business Applications



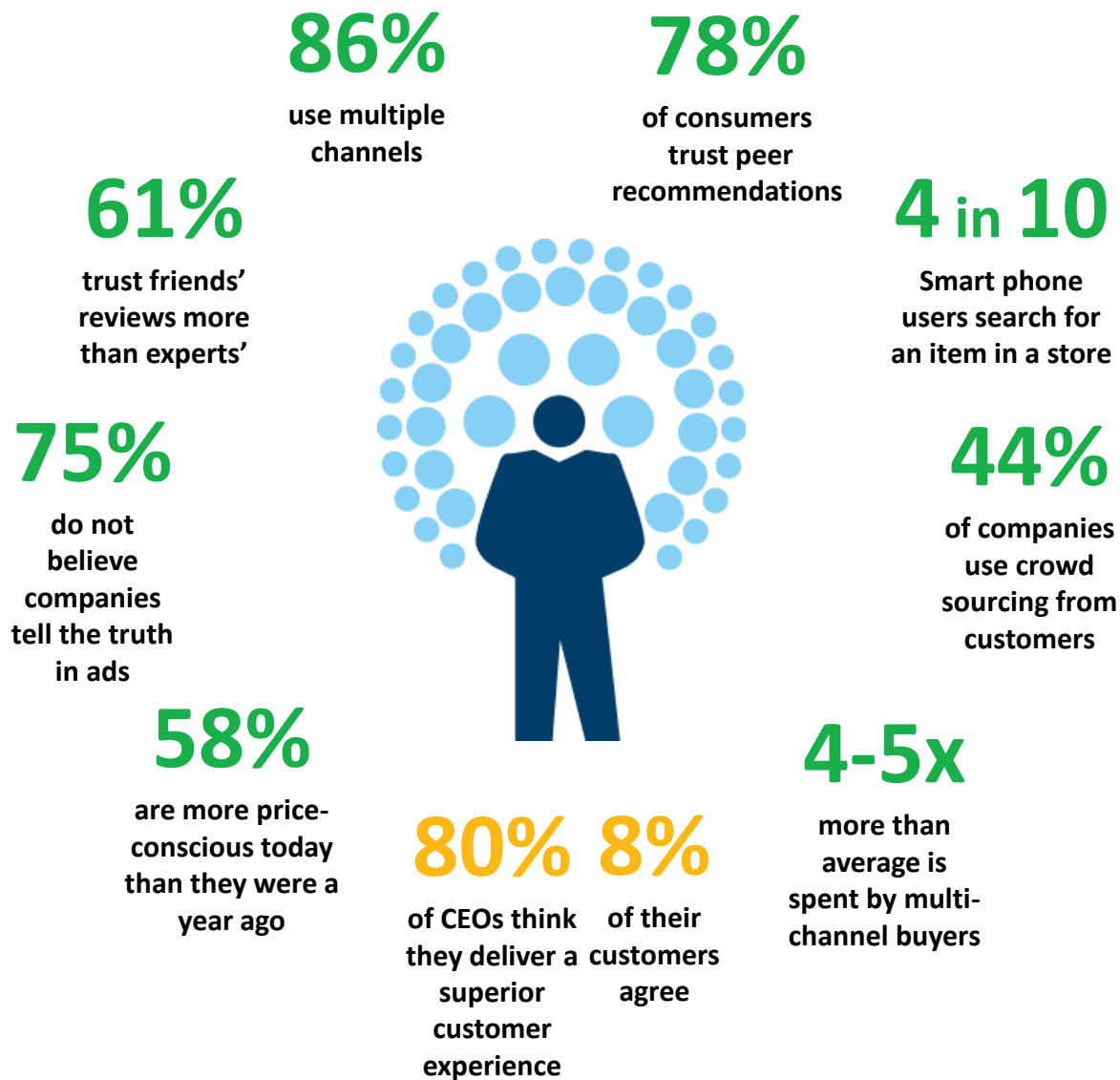
Enterprise Resource Planning

Main Customers



The trends leading to the solution

Today's "empowered customer" makes retail even more challenging



Merchants and marketers need to connect with the customer

... but often aren't connected themselves...

MERCHANDISING



“We should feature
Collection suede
skirts”

“How does your
campaign affect my in-
store promotions?”

“What’s the lifetime value of a customer?”

“We want to reach the
female target (e.g. Dxxxx)”

“Should the Factory
store mailer be
available online?”

MARKETING



CHM and Enterprise Marketing Management (EMM)

EMM: a comprehensive suite that improves and integrates five critical processes

Analyze
data to find
actionable insights



Decide
on the best action
or communication



Collect
data that augments
each customer profile



Deliver
engaging messages
and capture reactions



Manage
processes and
measure results



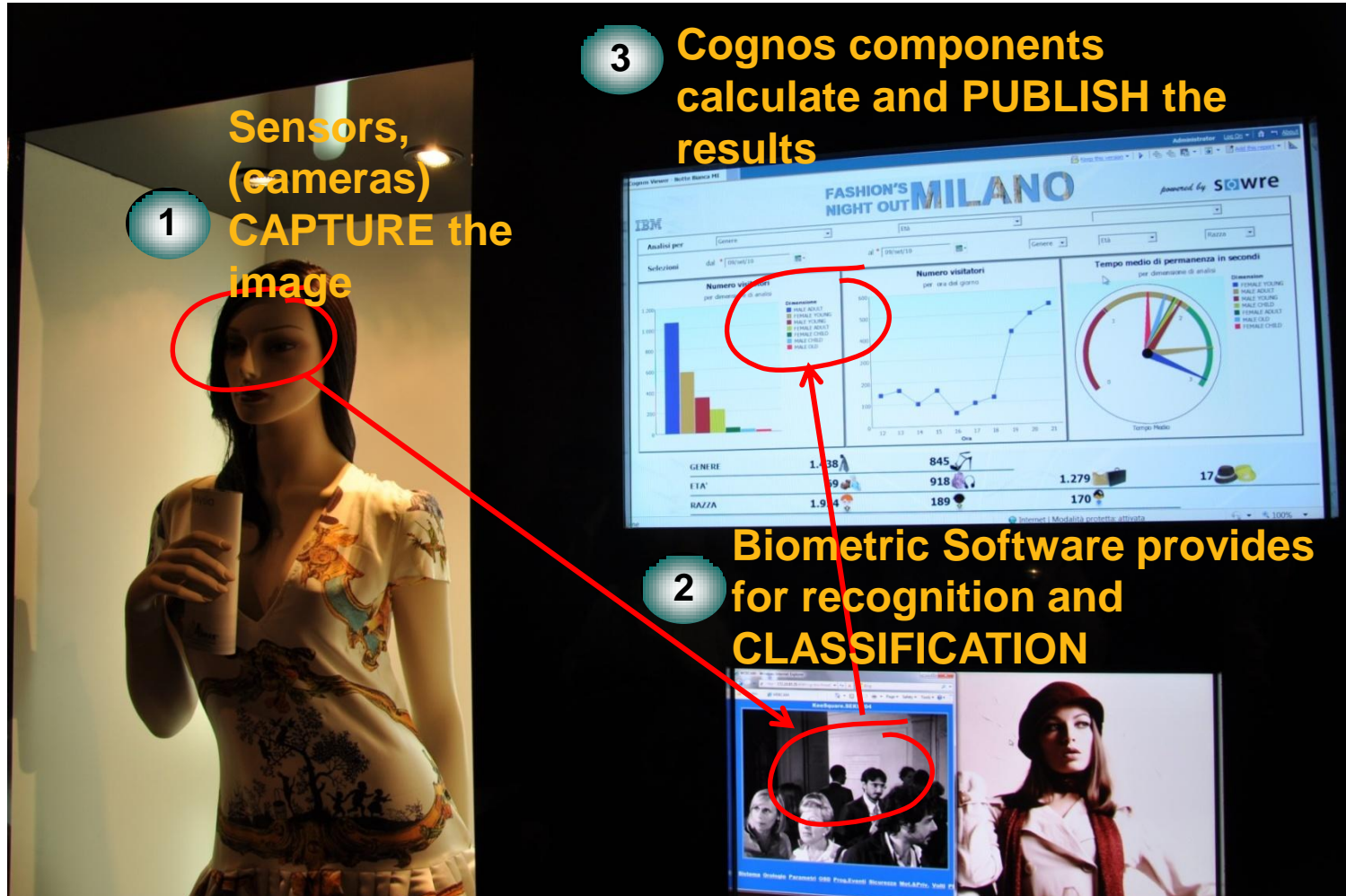
The biometric solution

The need for insight



- How many people enter my store?
- Between which daily working hours do I have the greatest number of customers?
- What kind of people are my customers and which is their behavior?
- Will I be able to have daily, weekly and monthly reports containing all these pieces of information?

The data collection process



The information provided

The following information is extracted automatically and in “real-time”:

- **Date** and **time** the information is extracted
- **Ethnic Group** (caucasian, african, asian)
- **Age** (child, teenager, adult, elderly)
- **Gender** (male, female)
- **Attention time**
- Total **number** of people



Additional Information / Highlights

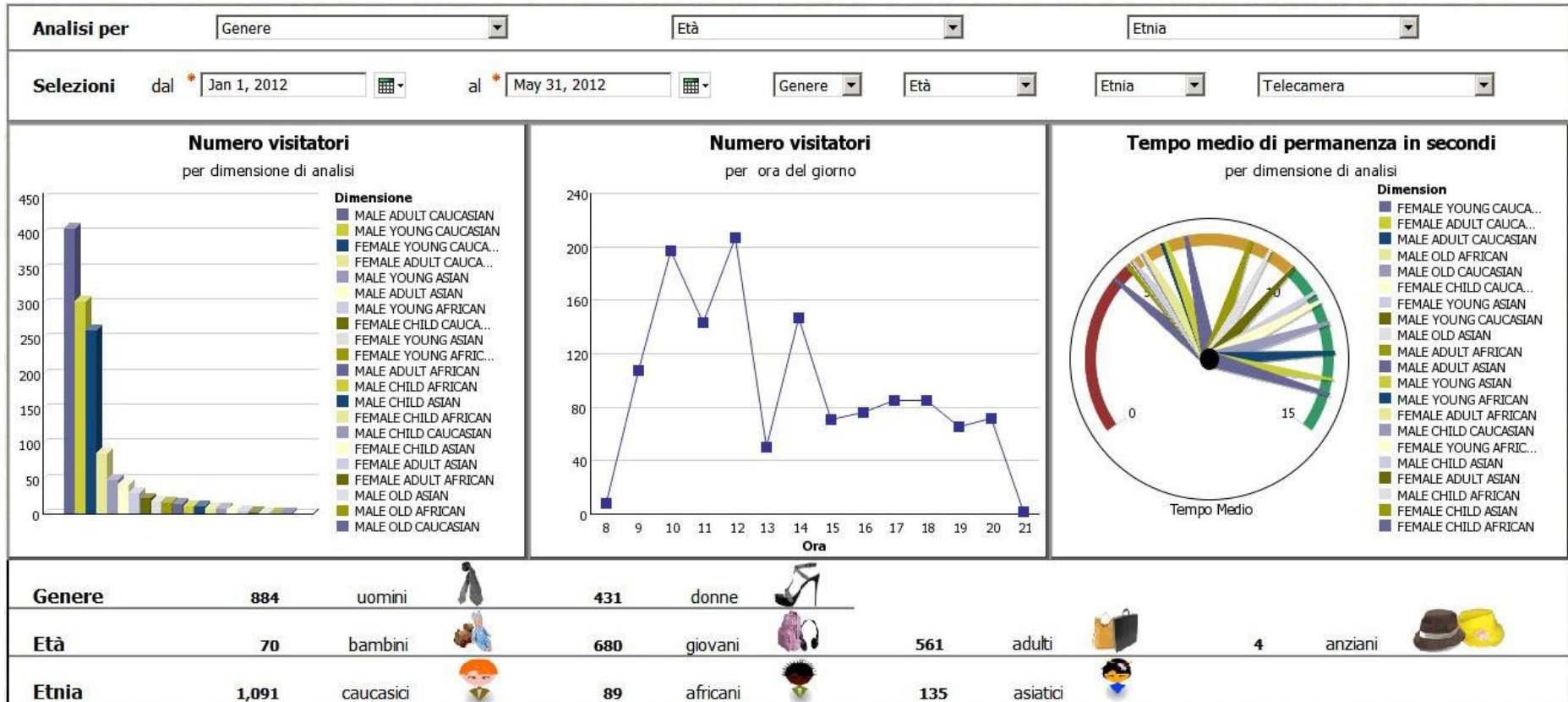
CHM further outstanding characteristics:

- System already able to activate the “**White List**” function which excludes the counting of employees
- Dashboards available on **Mobile Devices**,
- Integration with in store **Digital Signage** technology enabled for targeted direct marketing activities,
- **Additional sensors** can be freely positioned in the store to provide measurement of attention capture time (e.g. mannequins, furniture or shop corners),
- Possible integration with **other clients’ data collection technologies** for more info about consumer behaviors (RFID, IR, wi-fi detection, app’s for smartphones and tablets, etc-).
- **Remote centralized monitoring** of sensor activity
- **Adjustment of sensor detection** when in direct light



Report samples

Standard main dashboard



Excel table

		venerdì/04	sabato/04	domenica/04	lunedì/04	martedì/04	mercoledì/04	giovedì/04	venerdì/04	sabato/04	domenica/04	lunedì/04	martedì/04	mercoledì/04	giovedì/04	venerdì/04	sabato/04	domenica/04
Incidenza	Conv.Rate	9,18	8,53	4,23	3,36	8,76	9,92	10,71	5,99	11,59	8,43	12,73	4,76	11,71	17,01	6,87	12,36	18,52
Oraria	Transactions	28	33	3	16	19	12	15	10	40	7	7	9	13	25	9	44	20
	Ora Rilevazione	06/04	07/04	08/04	09/04	10/04	11/04	12/04	13/04	14/04	15/04	16/04	17/04	18/04	19/04	20/04	21/04	22/04
0,03	07:00		1															
0,63	08:00	2	3						12	2		1	2					
4,23	09:00	1	24	6	3	10	1	2	18	16	3	4	27	8	5	15	2	3
4,66	10:00	9	22	11	4	7	11	5	9	24	1	1	35		5	2	8	9
6,01	11:00	13	37	4	9	17	14	5	23	30	4	1	23	5		4	19	2
6,92	12:00	22	22	4	25	14	16	5	23	43	12	1	19	4		4	15	13
6,07	13:00	55	26	3	18	11	5		18	15	10		4	5	3	5	18	16
4,23	14:00	13	16	5	17	11	16	5	6	33		3	3	3	6	1	7	3
4,52	15:00	15	20		33	20	11	2	1	16		1	2	6	2	7	22	
10,36	16:00	25	34	6	114	18	19	23	5	21		5	6	12	5	17	50	2
15,62	17:00	53	59	2	98	36	8	38	19	37	15	16	20	12	37	28	60	8
16,11	18:00	31	51	13	102	46	8	30	20	32	13	12	21	31	43	20	69	21
16,45	19:00	62	63	17	46	22	12	18	13	57	25	10	27	25	41	28	85	24
1,63	20:00	4	9		4	4		7		19		2					1	7
0,72	21:00									25								
0,89	22:00									31								
0,54	23:00									19								
0,37	00:00									13								
	Totale	305	387	71	473	216	121	140	167	433	83	57	189	111	147	131	356	108

Clienti	250	315	43	412	175	83	116	99	359	73	37	136	85	116	95	312	82
Dipendenti	55	72	28	61	41	38	24	68	74	10	20	53	26	31	36	44	26

%Clienti	81,97	81,40	60,56	87,10	81,02	68,60	82,86	59,28	82,90	87,95	64,91	71,96	76,58	78,91	72,52	87,64	75,93
%Dipendenti	18,03	18,60	39,44	12,90	18,98	31,40	17,14	40,72	18,10	12,05	35,09	28,04	23,42	21,09	27,48	12,36	24,07

Example of dashboard use



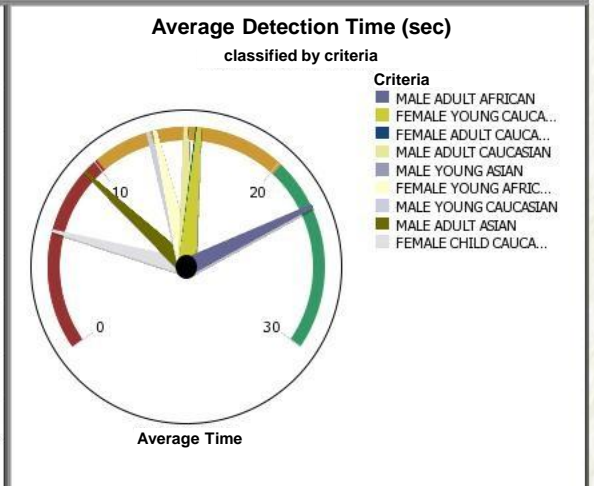
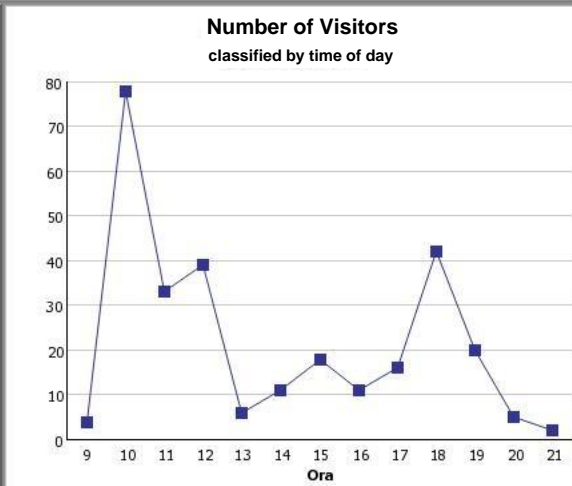
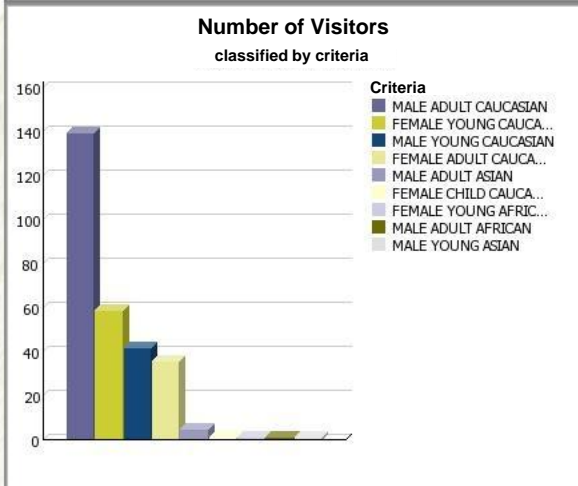
Selection: single day , all



SmarterCommerce

Analysis by **Gender** **Age range** **Ethnic group**

Selection from **May 22, 2012** to **May 22, 2012** **Gender** **Age range** **Ethnic group** **Camera**



Gender	188	Male	97	Female				
Age range	1	Child	103	Young	181	Adult	0	Elderly
Ethnic group	277	Caucasian	2	African	6	Far East		

Example of dashboard use (2)



Selection: full period, device in selection



SmarterCommerce

Analysis by **Gender** **Age range** **Ethnic group**

Selection from **Jan 1, 2012** to **May 31, 2012** **Gender** **Age range** **Ethnic group**

Camera
Telecamera
Cassa PT
Manichino
Maniquine
Shelf 1
Shelf 2

Criteria
MALE OLD AFRICAN
MALE OLD CAUCASIAN
FEMALE CHILD CAUCA...
FEMALE YOUNG ASIAN
MALE YOUNG ASIAN
MALE ADULT AFRICAN
MALE YOUNG AFRICAN
MALE ADULT ASIAN
MALE CHILD CAUCASIAN
FEMALE CHILD ASIAN
FEMALE ADULT ASIAN
FEMALE ADULT AFRICAN
MALE OLD ASIAN
MALE OLD AFRICAN
MALE OLD CAUCASIAN

Number of Visitors classified by criteria

Number of Visitors classified by time of day

Average Time

Gender	884	Male	431	Female				
Age range	70	Child	680	Young	561	Adult	4	Elderly
Ethnic group	1,091	Caucasian	89	African	135	Far East		

Example of dashboard use (3)



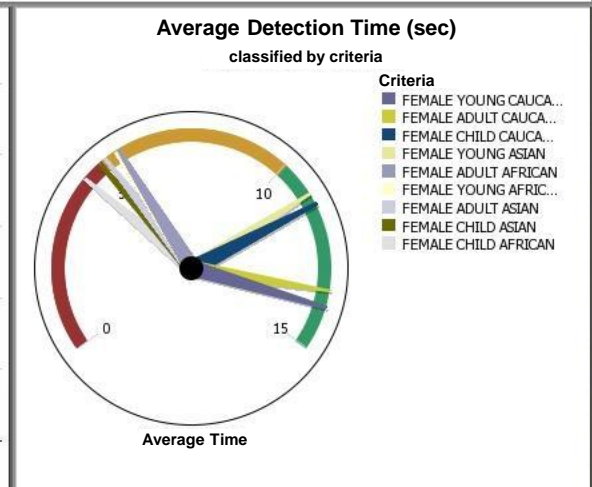
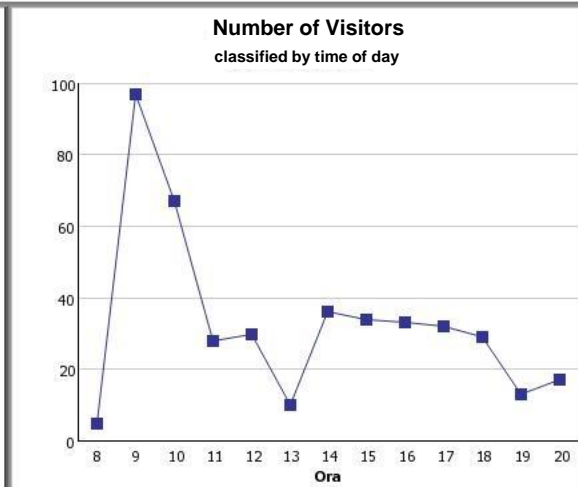
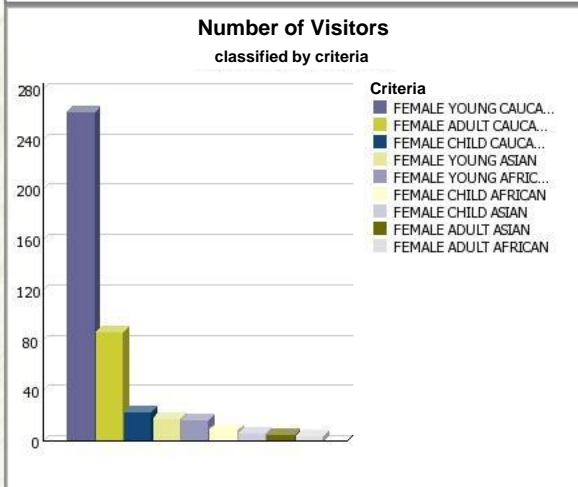
Selection: full period, gender



SmarterCommerce

Analysis by **Gender** **Age range** **Ethnic group**

Selection from **Jan 1, 2012** to **May 31, 2012** **FEMALE** **Age range** **Ethnic group** **Camera**



Gender	0	Male	431	Female	
Age range	38	Child	297	Young	96
		Adult	0	Elderly	
Ethnic group	372	Caucasian	30	African	29
		Far East			

Example of dashboard use (4)

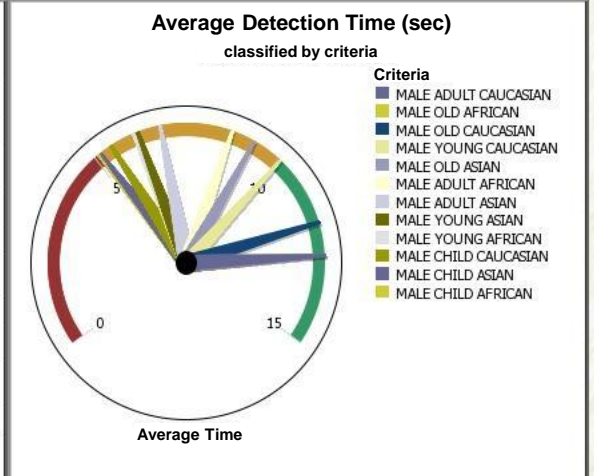
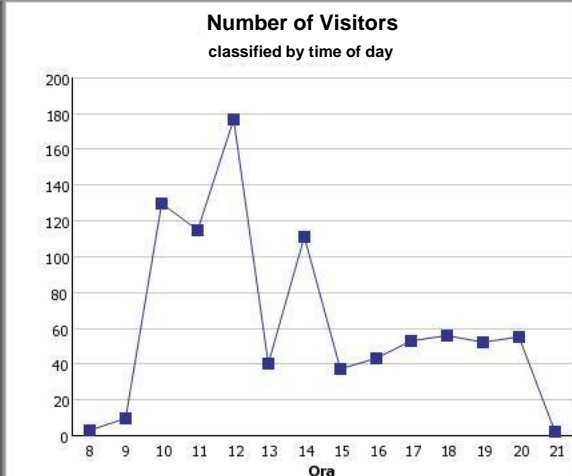
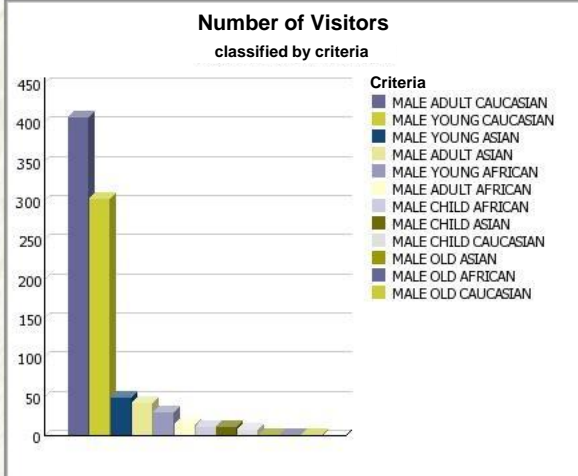


SmarterCommerce

Selection: full period, gender

Analysis by **Gender** **Age range** **Ethnic group**

Selection from **Jan 1, 2012** to **May 31, 2012** **MALE** **Age range** **Ethnic group** **Camera**



Gender	884	Male	0	Female				
Age range	32	Child	383	Young	465	Adult	4	Elderly
Ethnic group	719	Caucasian	59	African	106	Far East		

Front end V2

Customer Heat Map - DEMO reportAdmin Disconnetti Informazioni su

STORE ANALYSIS - PROFILE COMPARE powered by SOWRE

From 06/set/12 to 06/set/12 - Audience Number by Hour

Line

Hour	Female	Male
0	2	1
1	1	1
2	1	1
3	1	1
4	3	64
5	5	7
6	31	22
7	93	125
8	190	224
9	218	282
10	258	323
11	200	304
12	184	269
13	354	342
14	409	485
15	450	545
16	554	585
17	765	738
18	872	872
19	1232	925
20	1081	502
21	448	17
22	46	46
23	17	17

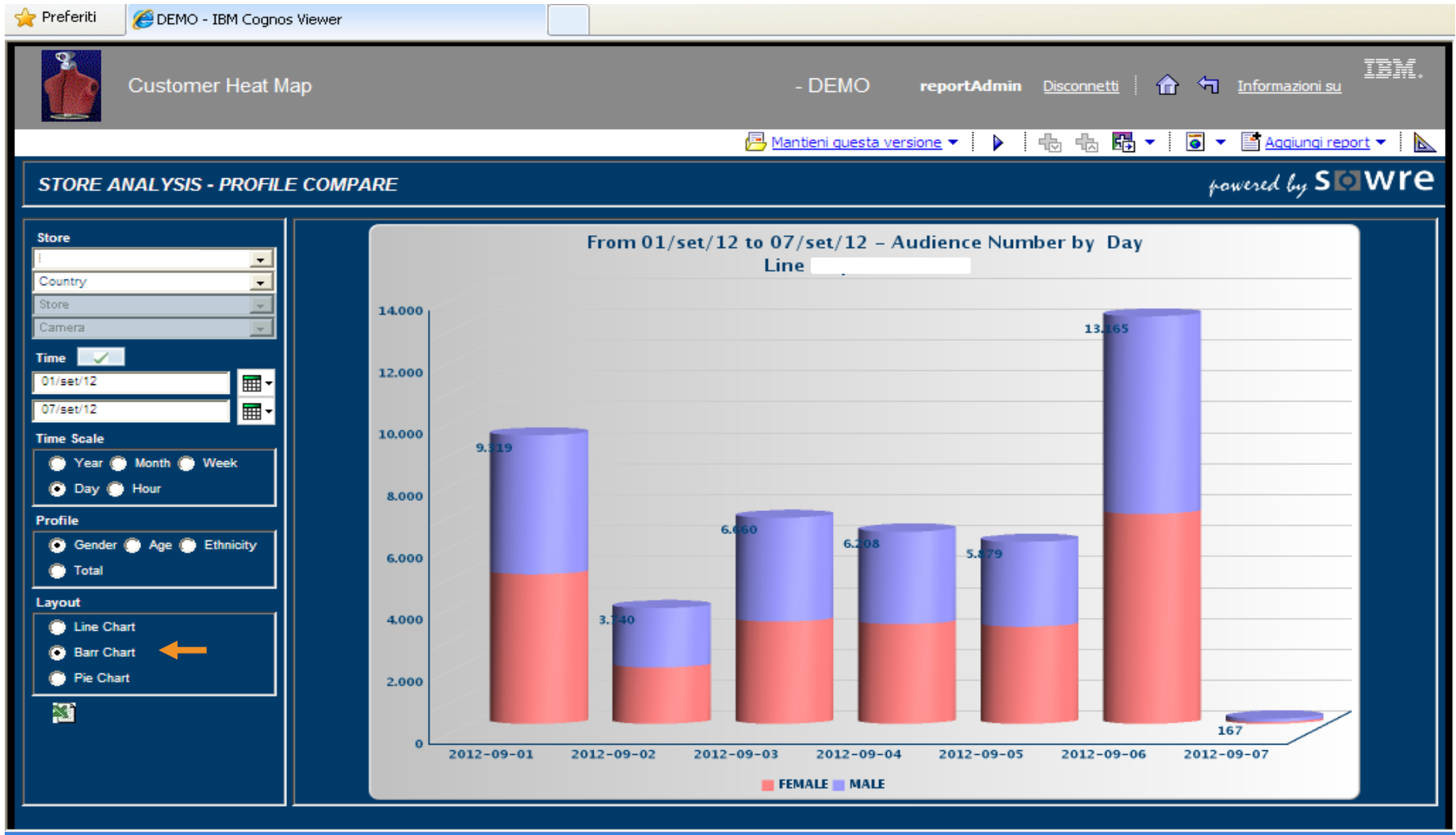
Time: 06/set/12

Time Scale: Year Month Week Day Hour

Profile: Gender Age Ethnicity Total

Layout: Line Chart Barr Chart Pie Chart

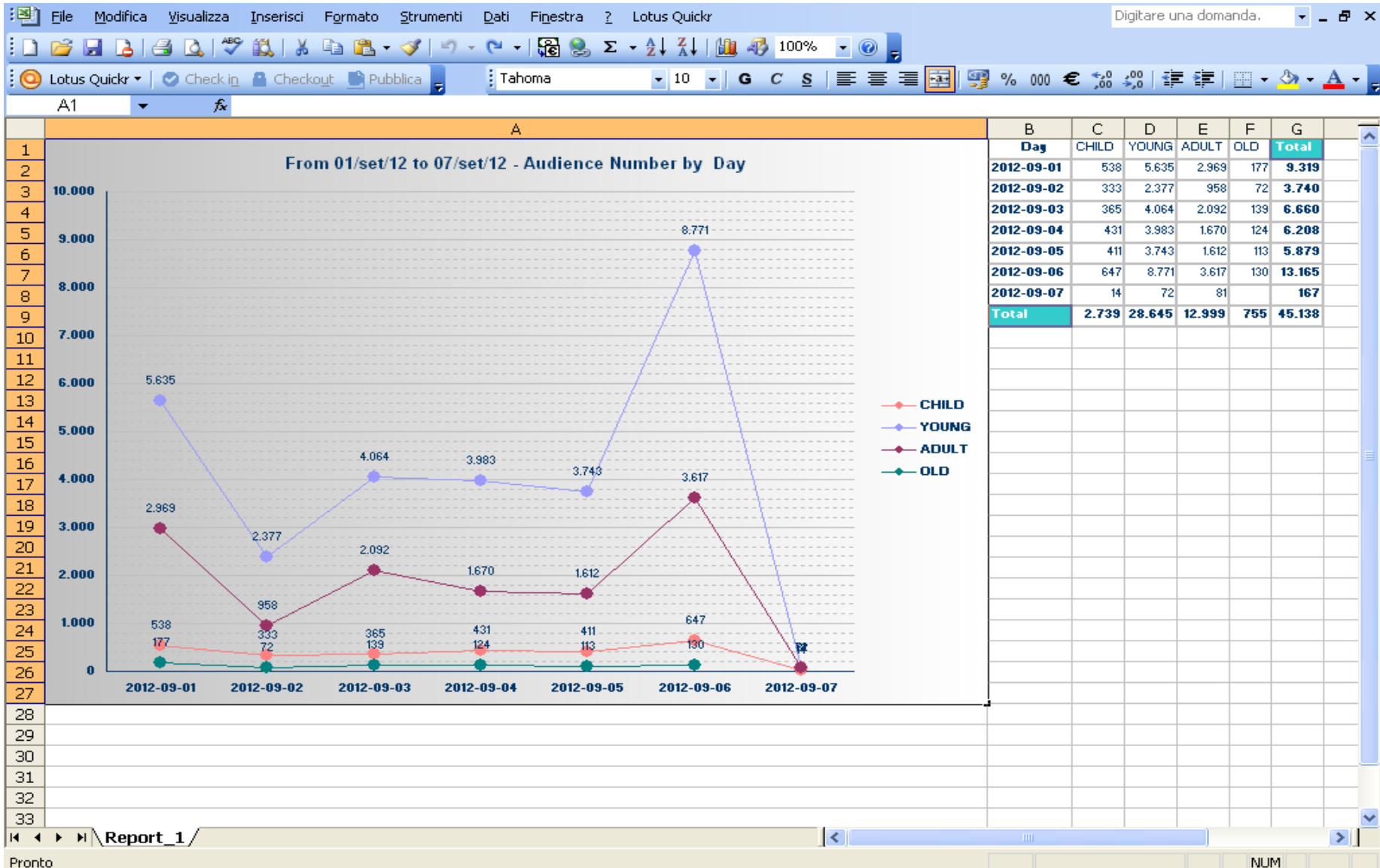
Front end V2 – a different representation



Front end V2 – a different selection



Front end V2 – export to Excel



Summary

Summary

The current highlights of CHM:

- Excellent Profiles
 - Visitors
 - Customers
 - -> Changes -> Trends
- Marketing and Merchandising ,talking Facts‘
Clearness in Measuring product presentation
- Closing Information Loop:
Design - Marketing - Production – Stock – Customer Acceptance
- Speed of Information / Feed Back
- New technology... and what will come next...

