Retail

Holistic retail solution for all scenarios

About Ata Assaudia

Ata Assaudia Technology provides advice and assistance to Private, and public sector bodies in key areas such as technology transformation, operations, restructuring and performance. We can help our clients meet urgent strategic and operational challenges

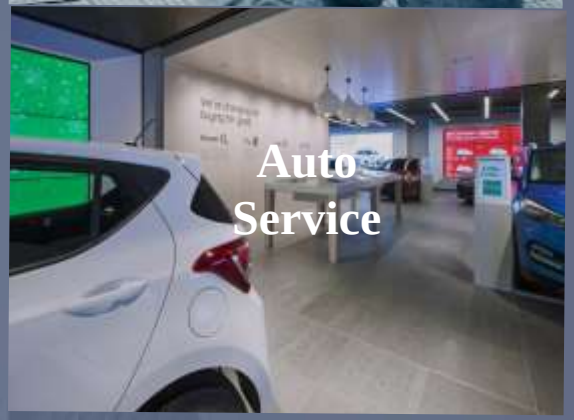
ATA Assaudia founded as an international professional and non-exclusive strategic alliance agreements with Global R&D Center in Amman, Jordan and our partnership agreement with **OP Retail** (World's Leading Retail Technology Company), **AAC** a management consultancy & training firm operating in Jordan & MENA region and various networks and individual firms thus enabling it to choose a firm best suited to its clients' needs in virtually every country in the world.

About OP Retail

Since the establishment in 2016, **OP Retail** has focused on revolutionizing technologies in every retail store scenario. With over 20 years of experience in retail tech applications of our expert team, we have developed a holistic solution for retail businesses from customer analytics such as accurate people counting and heatmap, to automated versatile store audits.

Until now, we have continuously provided services to **2,000+** brands and **300,000+** stores worldwide.

We provide holistic retail solution for all scenarios



Content

OP Retail Smart Solution

- Store Inspection
- People Counting
- Smart OA
- Case Study

OP Retail Smart Solution

-Store Inspection

-People Counting

-Smart OA

-Case Study

Store Inspection | Weakness in Retail Chain Management

Paper work

Tired of Trip

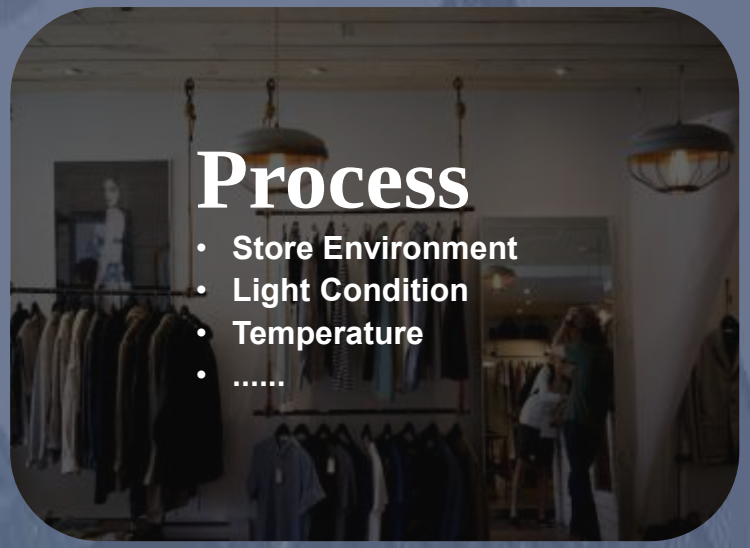
Behavior Difference

Employee Dishonest

High Cost

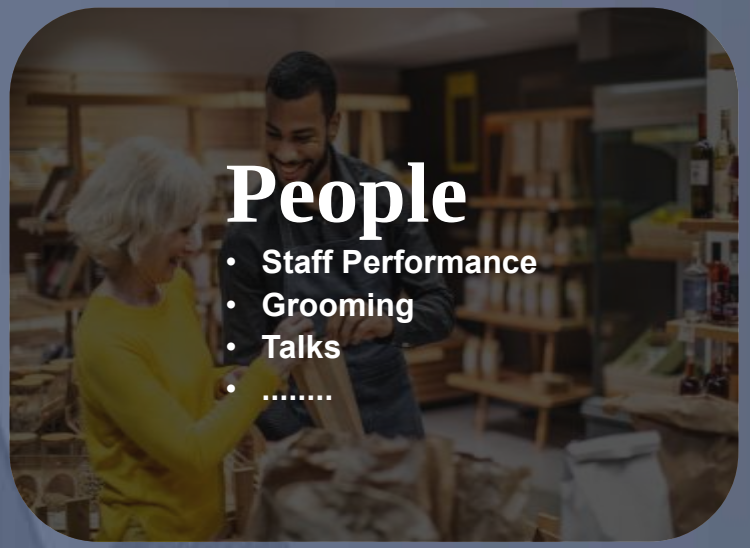
Store & Staff Management

Store Inspection | The 3 Ps On-site



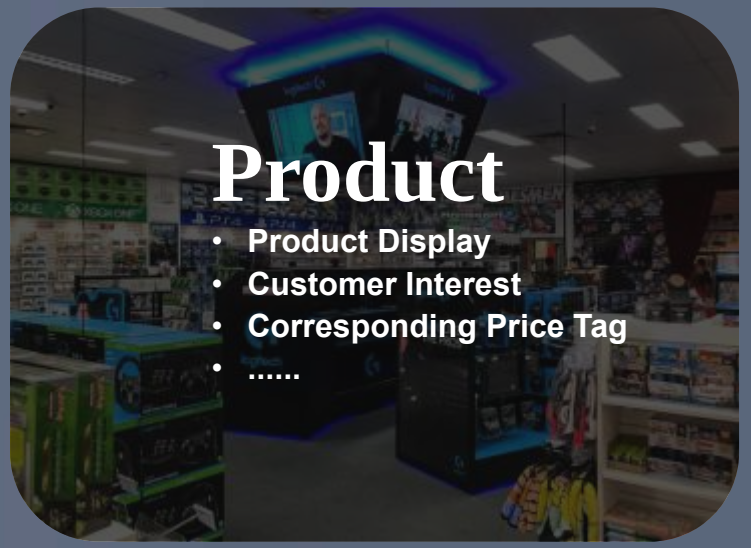
Process

- Store Environment
- Light Condition
- Temperature
- .....



People

- Staff Performance
- Grooming
- Talks
- .....



Product

- Product Display
- Customer Interest
- Corresponding Price Tag
- .....

Store Inspection | System Architecture

Store Inspection | System Logic of Live Inspections

Maximize Store Operation Efficiency

Store Inspection | Advantages

01

Break distance/time limitations, get control of all stores online

02

6 inspection modes for specific retail scenarios

03

Regulate the behavior of employees and improve customer satisfaction

04

Analyze and summarize by reports, and improve accordingly

Store Inspection

- Video Inspection
- Remote Inspection
- Live Inspection
- Task-Preset Inspection
- Random Inspection

Cashier

Ambient Light

Grooming

Hygiene

Standards

Determined by multiple factors

Product Intro

Event Promotion

Remote Guide

Scenario Display

Store Inspection | Video Inspection Process

System

- Live Steam
- Remote Playback
- Devices
- Scenario
- Check List
- PTZ Presets

Mobile App

PC

Inspectors & Supervisors

Find Problem → Rectify → Record & Analyse

Store Inspection | Remotely Inspection

A Remotely On-site inspection Experience

Result

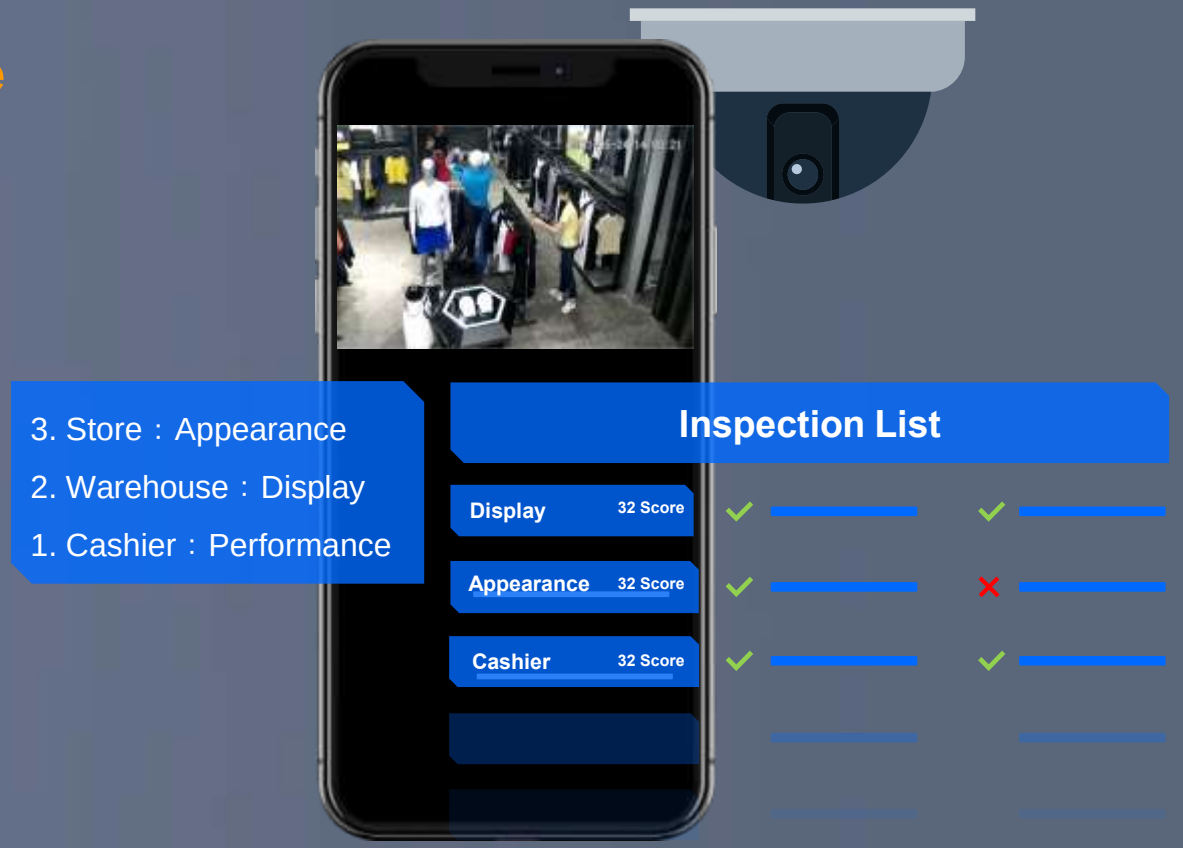
- Contactless
- Auto Recording
- Auto Scoring
- History Search
- Insightful Analysis

Performance

- Real- time video
- Multi-device collaboration
- PTZ camera control

Check List

- Synchronize brand standards
- Evolving check list for optimal experience
- Pinpoint issues

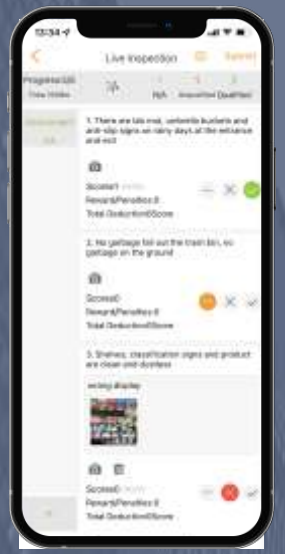


Store Inspection | Live Inspection

Paperless Operation

On-site Sign-in

- Positioning
- Photos

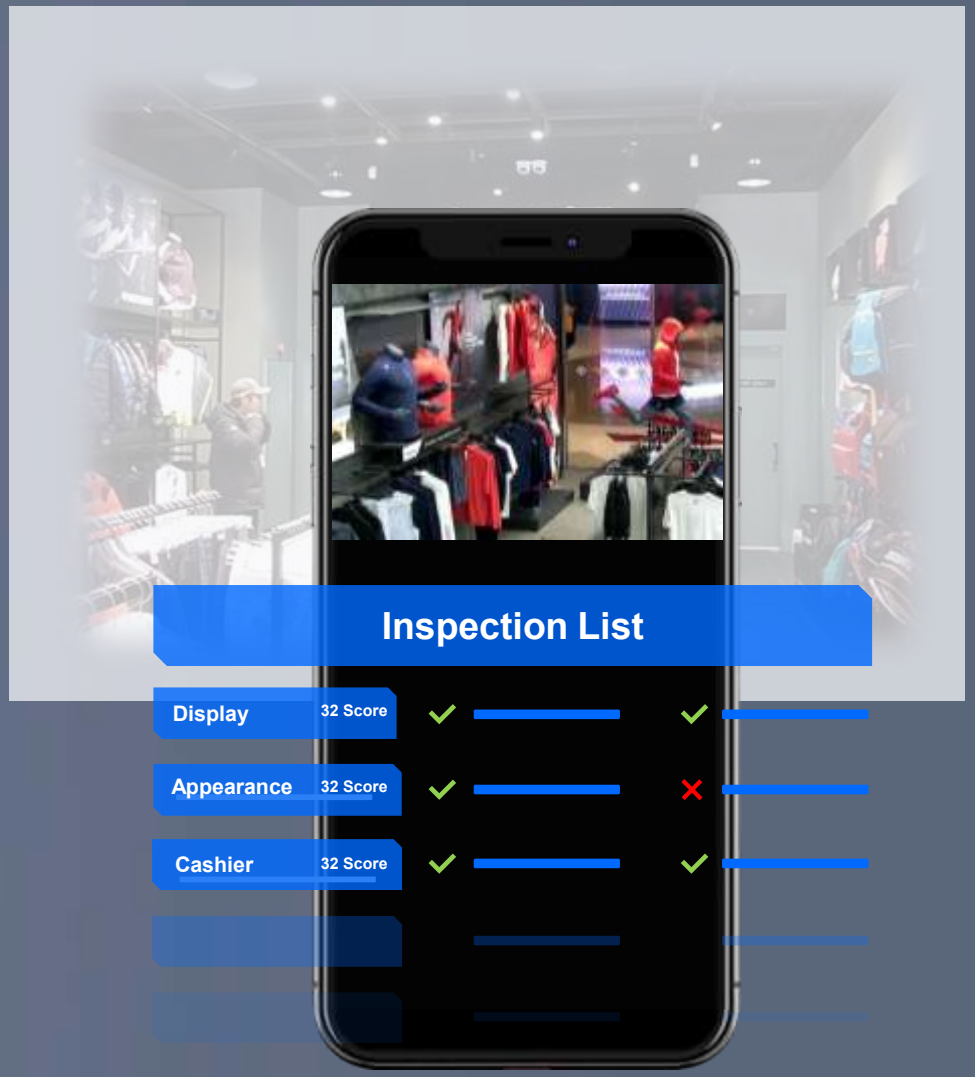


Inspection Work

- Sync Brand standards
- Paperless
- Photo illustration
- Auto save

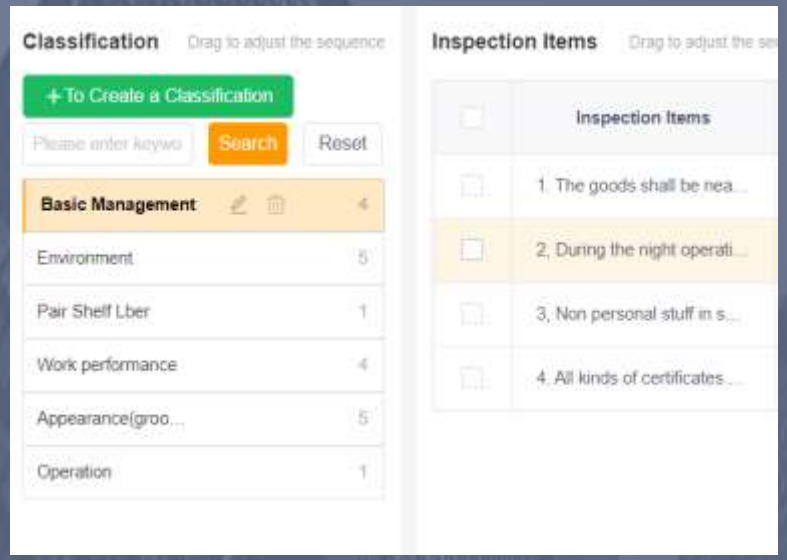
Report

- Auto Scoring
- Signature Confirmation
- History Review



Store Inspection | Task Preset Inspection

Devices process automatically for inspectors' prompt judgment



Standard → Task → Inspect

Store Inspection | Applicable Scenarios

Applicable for most of the retail scenarios

Price Tag

Are they missing?
Are they consistent between product and display shelves?

Shelf Display

Do they fit the orderliness, richness, and fullness standard?
Are products displayed correctly?

Environment

Store cleanliness
Conform the decorated correctly for the festival ambient

Customer Service

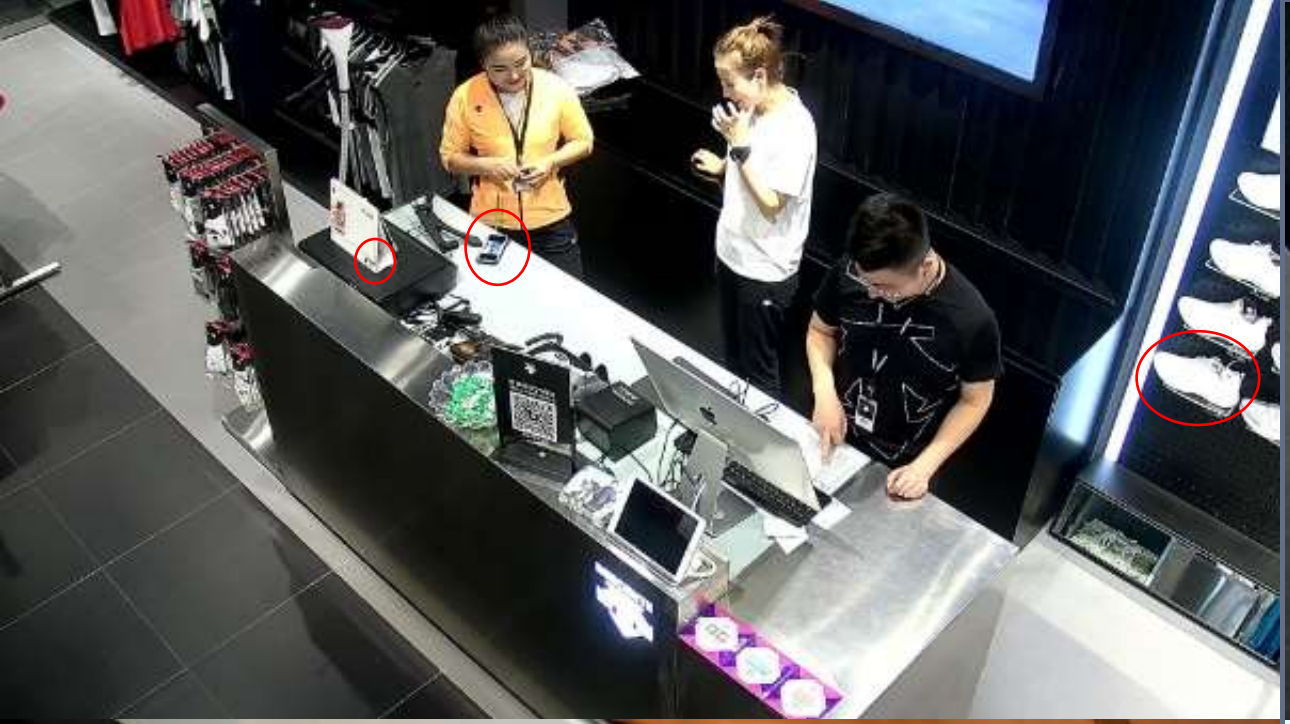
Is your staff proactive and enthusiastic?
Do they notice customers' needs and promote accordingly?

Cashier Management

Do your staff provide service with the standard process and script?
Are products correctly displayed, sorted?

Performance

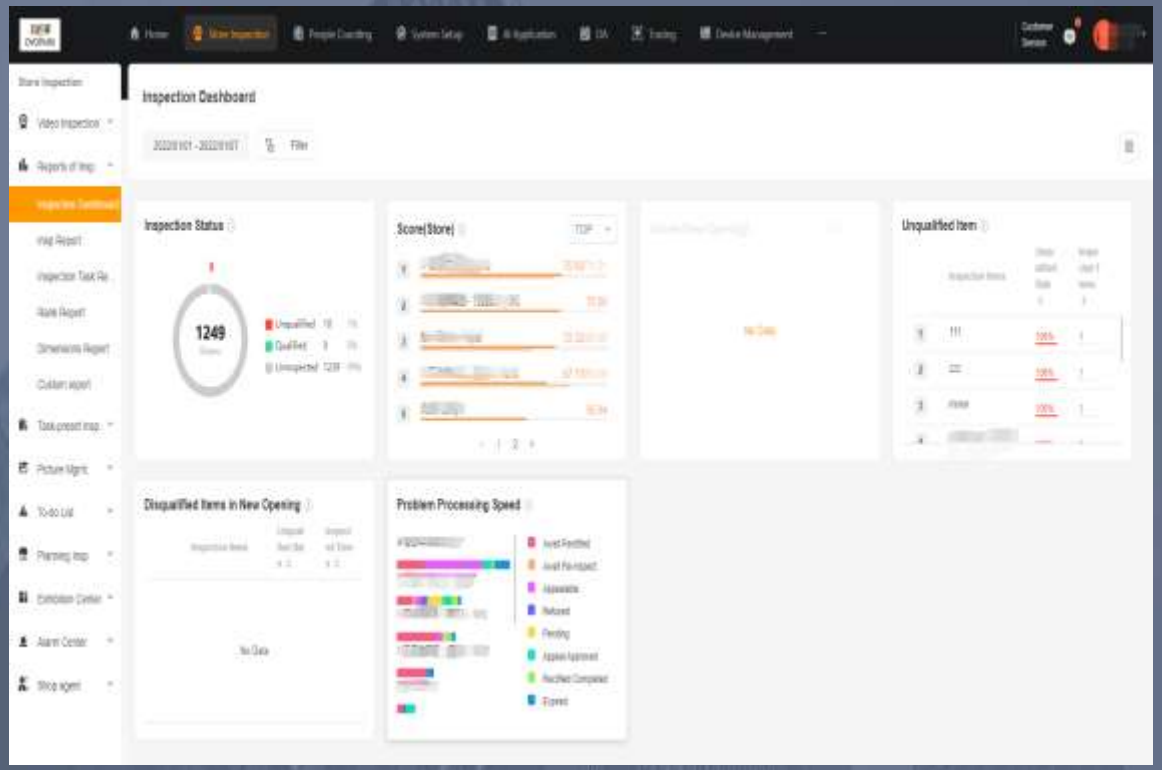
Do your staff have the right attitude, serve by standard?
Are they implement standards as required?



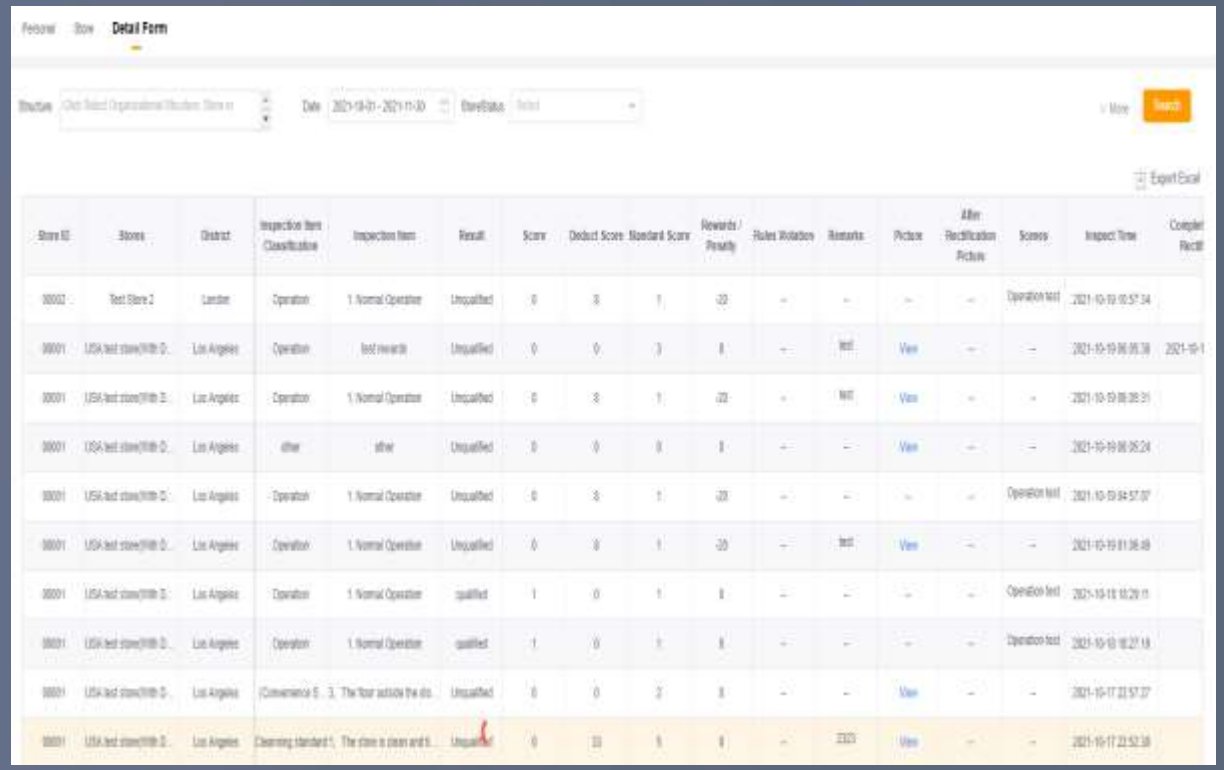
Design
that
moves

1190

Store Inspection | Store Performance Report



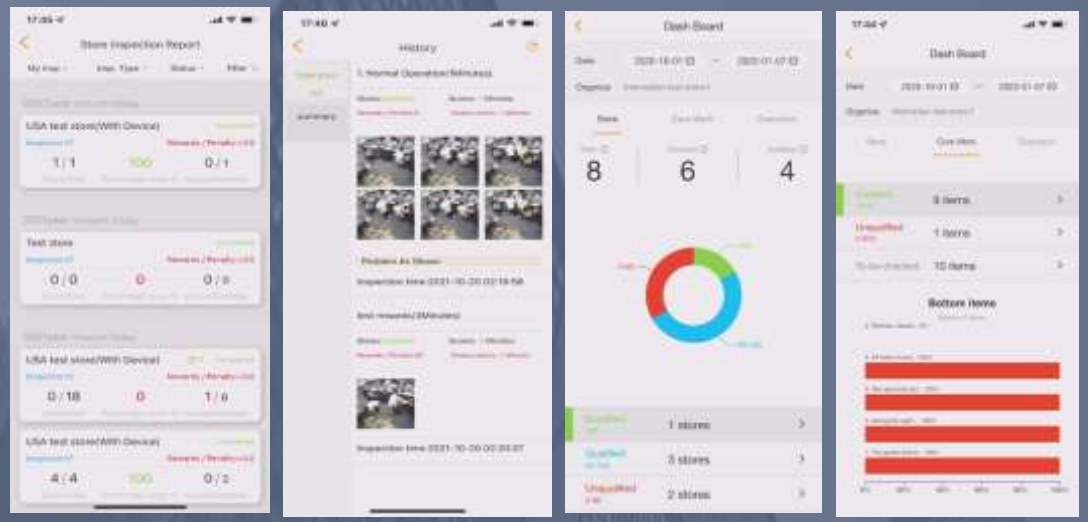
Inspection Dashboard



Inspection Reports

Store Inspection | Store Inspection Mobile Application

Inspection reports from mobile application



Inspect and check reports on mobile devices

- Easy-to-use
- Easy access
- Mobile application

SaaS

- ios
- Android

Store Inspection | Comparison

Difference between traditional store inspection and our solution

Reduce **40%** annual operation cost compared with traditional inspection method, optimizing ROI

Traditional	• 2 stores maximum per day • 1 day pending • 1 day rectify • 1 day report	• 4 stores maximum • Inspect only once	× Low Efficiency × Time-consuming and expensive travel expense × Long pending the rectification period × Subjective manual report
OP Retail Smart Solution	• Max 20 stores per day (Avg 20mins per stores) • Automatically generated reports • 1 day for re-inspection	• 40 stores max • Inspect twice to ensure authenticity	✓ Inspect online without limitation of distance ✓ Clearer inspection procedure and check list ✓ Efficient re-inspection of rectification ✓ Auto-generated reports with objective data & insightful analysis

Store Inspection per week per employee

Store Inspection | Case study of Digital shop

Famous digital retailer A has more than 600 stores in tier one, two, and three cities, 30% of which are direct-sale stores, while the franchise stores occupy 70% of the total number. Manage such many stores is not easy, thus A has 70 inspectors in the Operation Management Department for the brand standardization

Traditionally, The inspectors of A would need to go to the store they are responsible for 4 times every month to see if the store's operation fits the brand stands. The inspection items include shelf&goods display, cleanliness, staff situation and service providing, etc.

By using OP Retail smart store inspection, the inspectors only need to go to stores once per month for basic training of store employees. The other inspection tasks now can be done online, reducing travel expenses and cost of time thus result in higher efficiency.

	Number of management stores / person	Monthly salary + Social Security + travel	Labor cost / year	Hardware Cost	Software Cost	Management cost / store (first year)	Cost Down	Management cost / store (next year)	Cost Down
Traditional store inspection	8	¥ 13.000	¥ 156.000	¥ 3.000	¥ 0	¥ 22.500	40.89%	19500	56.92%
OP Retail's store inspection	20	¥ 11.000	¥ 132.000	¥ 4.900	¥ 1.800	¥ 13,300		8400	
Task of Traditional store inspection	Inspect 2 stores per day, takes 4 days for a full inspection cycle and 1 day for the report.					1. Low inspection efficiency, time-consuming travel 2. Stores may not perform the same as the inspection day			
Task of OP Retail's store inspection	Inspect 20 stores per day(20mins/stores), inspect 3 rounds every week(Mon, Wed, Fri), automatically generated reports, re-inspect the most problematic store for the rest 2 days					1. Enlarge inspect management circle with clearer objectives. 2. Stores can be managed remotely. Staff is more proactive.			

Store Inspection | Store Inspection Hardware

NVR
Smart Network Video Recorder

- **Centralized management of Cams, and automatic sending inspection tasks.**
- **Safely Video Recording**

HD PTZ Cam

- Support to cover the 100-150 square meter area.
- Lens; 4.7-94mm, support 360° rotate and zoom
- 25x optical zoom

HD Fixed Turret Cam

- Fixed HD Dome Cam
- Support to cover 30—50 square meter area.
- Use for Cashier, Warehouse, Hallway shooting

✓ Lowest Blurriness

✓ High Resolution

✓ Power Over Ethernet (Poe)

✓ Long durability

✓ Best Connection Stability

OP Retail Smart Solution

-Store Inspection

-People Counting

-Smart OA

-Case Study

People Counting | Issues

The new store hasn't reached the BEP(Break-even point). The data of Walk-in / Passing store Count helps expansion department to analyze the core issues.

How many customer **Visited** my store?

Measures:
1. Store image upgrade
2. Improve promotion and draw more attentions

How many customers **Walked pass** my store every day?

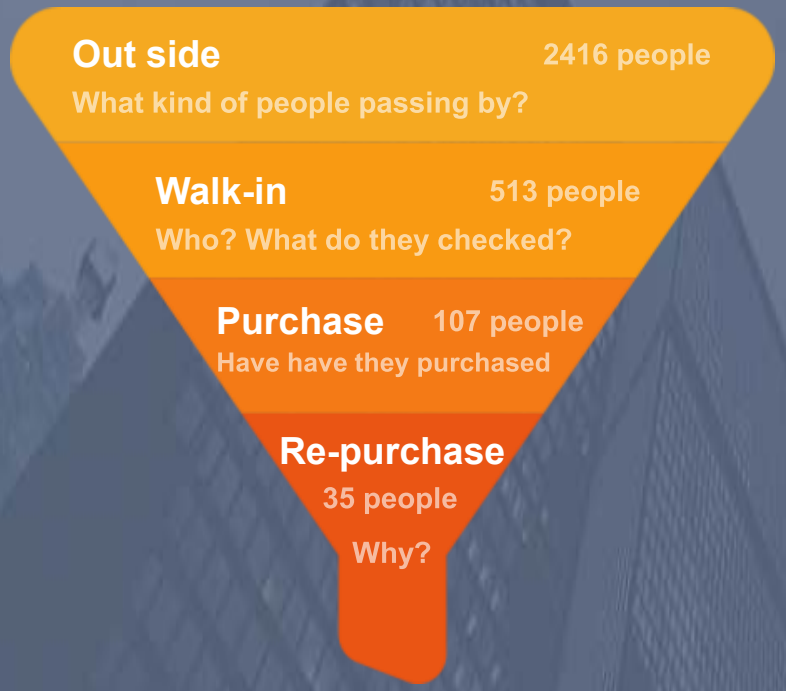
Measures:
1. Review location data
2. Adjust floor/position

Why customer walk in my store but **bought nothing**?

Measures:
1. Analyze customer preference of the business circle
2. Optimize service quality, enhance communication script training

Digitize your store data

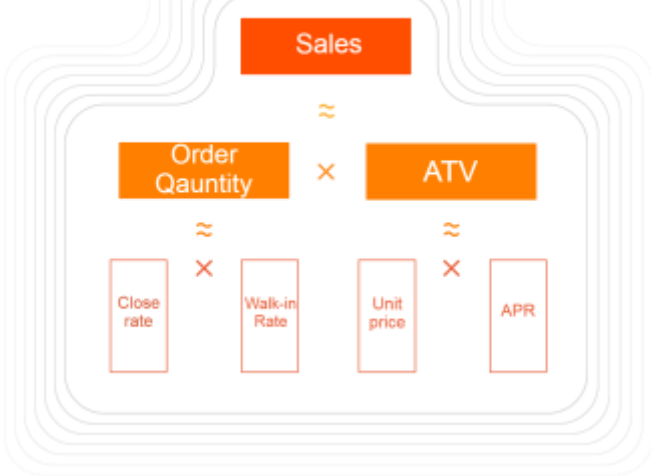
People Counting | Customer Funnel Analysis



Grasp key people counting data,Increase store performance

- How many customers are outside the store?
- How many customers are coming in?
- Who came in?
- Where do the customers go in the store?
- What do customers do there?
- Where do customers stop to browse?
- How much value do customers end up buying?

Focusing on Precision & Analysis
Link sales data, help you find the secrets behind data



Based on Edge computing, accurate recording the customer flow data: in & out.

Count

Accurately count the walk in & out passenger flow at each entrance, count and show the real-time data

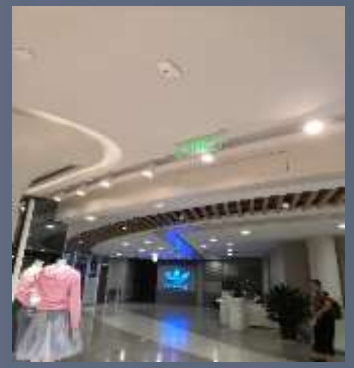
Analysis

Analyze the customer flow and sales of the store to explore the reasons behind the rise and fall of the data

People Counting | People Counter

Model	PC4
Lens resolution	5 mega pixel
Install height	2 .8 m~ 4.5m
Detect range	2.8m~5m
System backup	Flash storage, 30 days storage, automatic return
Accuracy	≧96%
Power	5 V power adapter/5 V POE power adapter
Power supply	DC 5 V±10%
Installation method	Ceiling installation

PC4 Installation Picture



People Counting | People Counter

Binocular stereo vision people counter, track customer traffic while respecting privacy

People Counting | People Counter

Model	PC5
Frame rate	1～25fps
Install height	2.3m~6m
Detect range	1.3m~5.5m
System feature	Built-in video analysis intelligent algorithm, support real-time statistics of the number of passengers in and out of the area, can exclude the background, light, shadow, shopping cart and other stuff.
Accuracy	≧98%
Power	DC12V±10%, not higher than 12V

PC5 Installation Picture

People Counting | People Counter

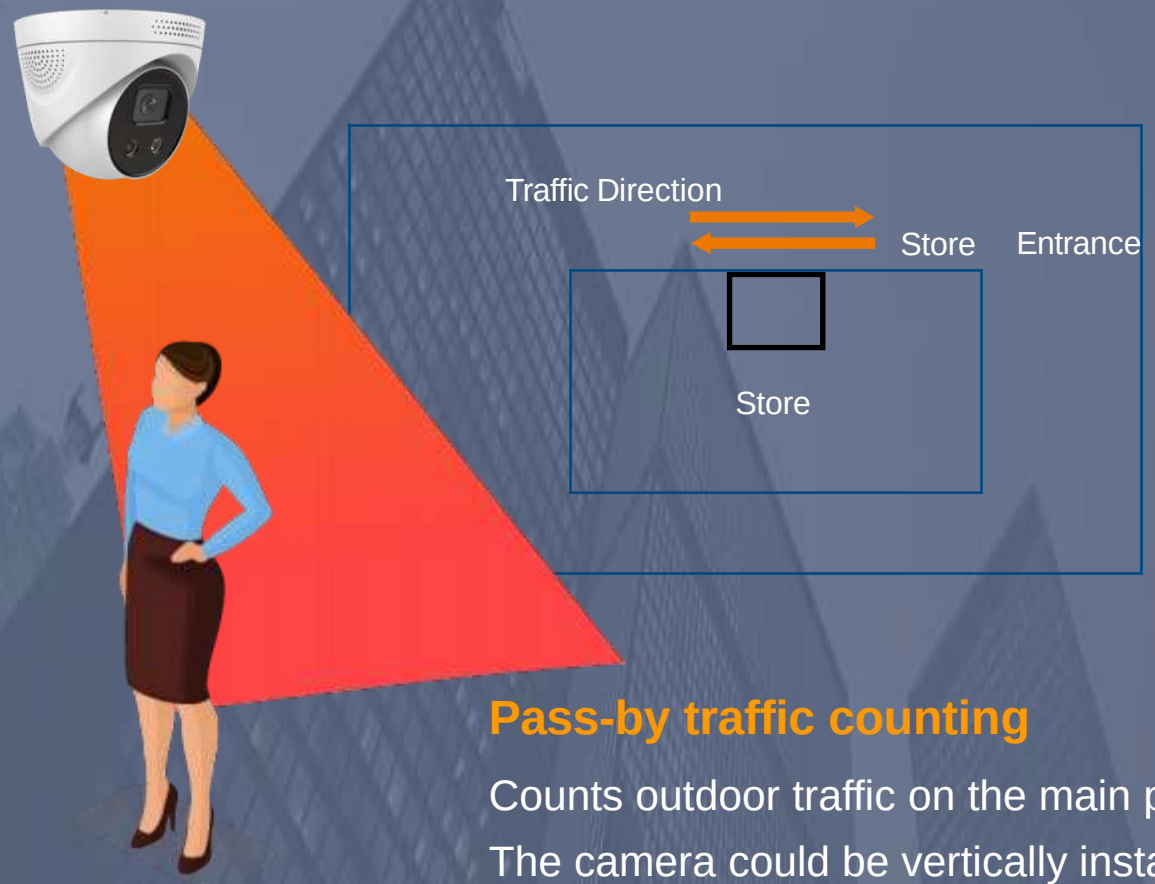
Head & Shoulder Detection

Intersection Analysis

- Walk in Count
- Walk our Count
- Enter Rate

Walk-in Rate = Walk-in Count / Passing Store Count

People Counting | People Counter



PC6 Installation Picture

Pass-by traffic counting

Counts outdoor traffic on the main passage.

The camera could be vertically installed above the outdoor passage when the store is in the shopping mall. If not, it would be on the store entrance.

People Counting | People Counter

Accurate People Counter

Based on the video stream analysis, no capture, no storage, no transmission. Embedded edge computing, passenger flow de-duplication statistics, analyzed customers Gender Rate. Age Distribution, Consumption characteristics, Product attention, Commodity popularity etc.

Information Security

De-duplication Statistics

Customer Group Analysis

People Counting | People Counter

PC8 Installation Picture

People Counting | Customer Flow Report

- Accurate people counting statistics
- Automatically generated report with panoramic insight

Sales	Close Rate	Store rank	Customer Flow
APR	Data Trend	ATV	……

Report(Web)- Sales/Counting

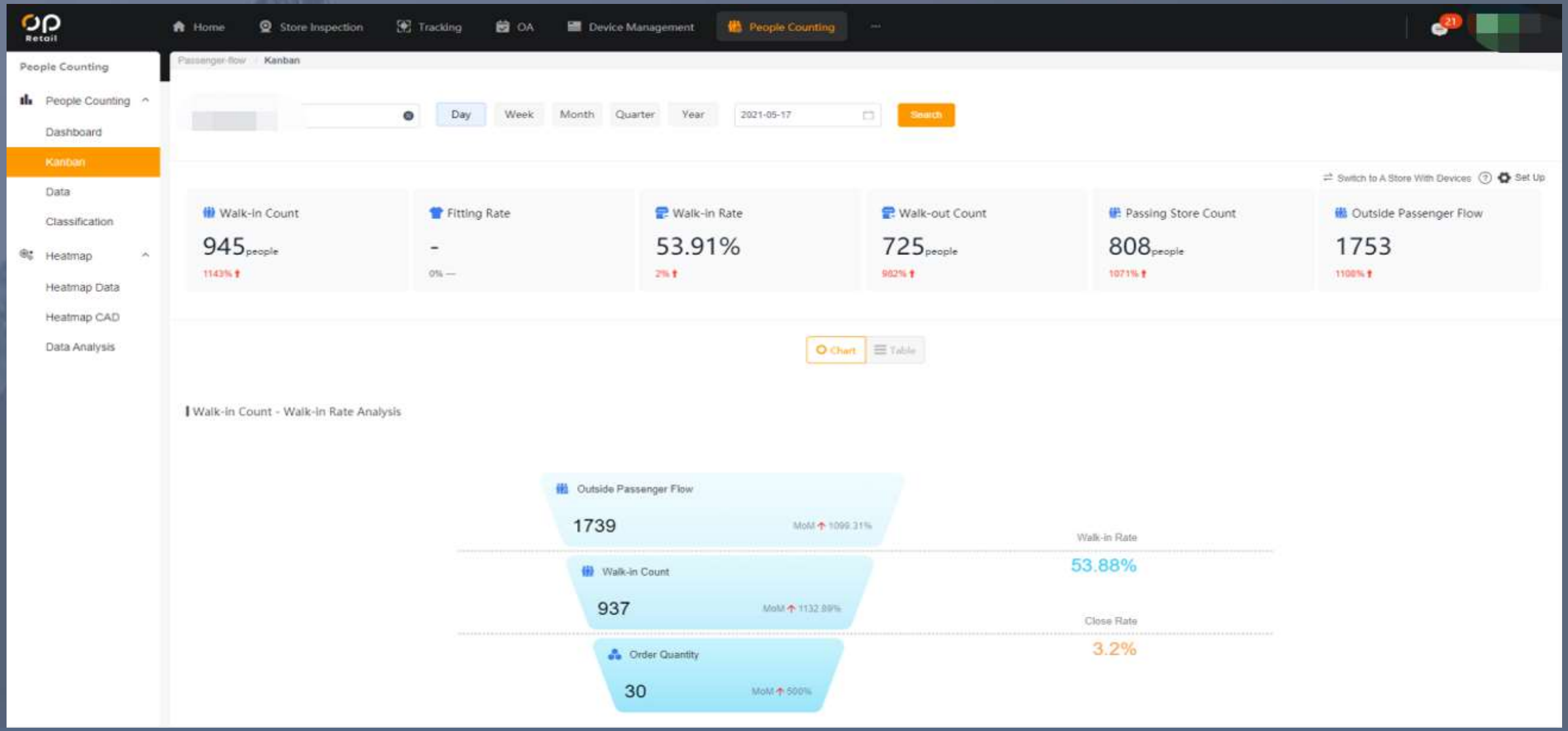
People Counting | Customer Flow Report App

All front-end people count statistics

Will automatically generate a clear passenger flow report

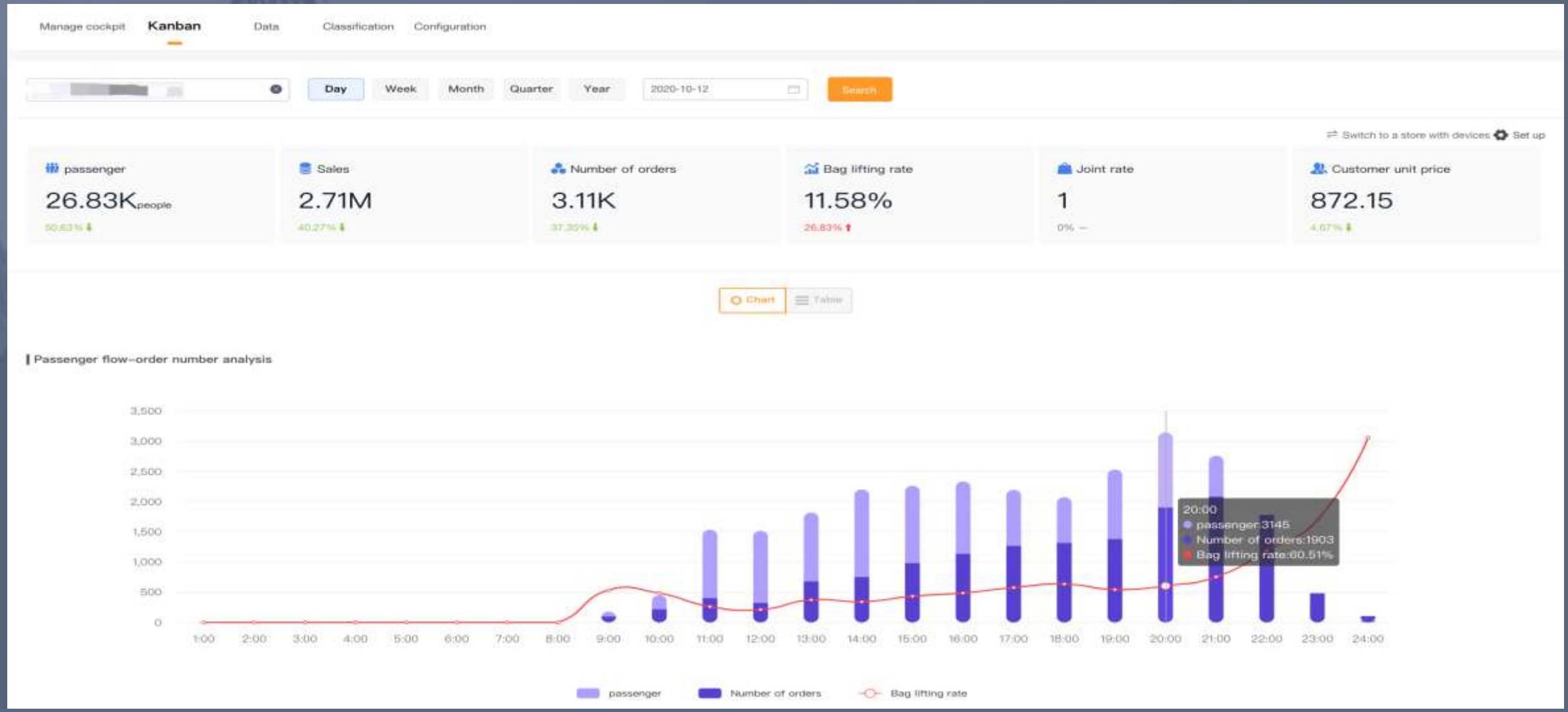
People Counting | Customer Flow Report Web

KanBan report



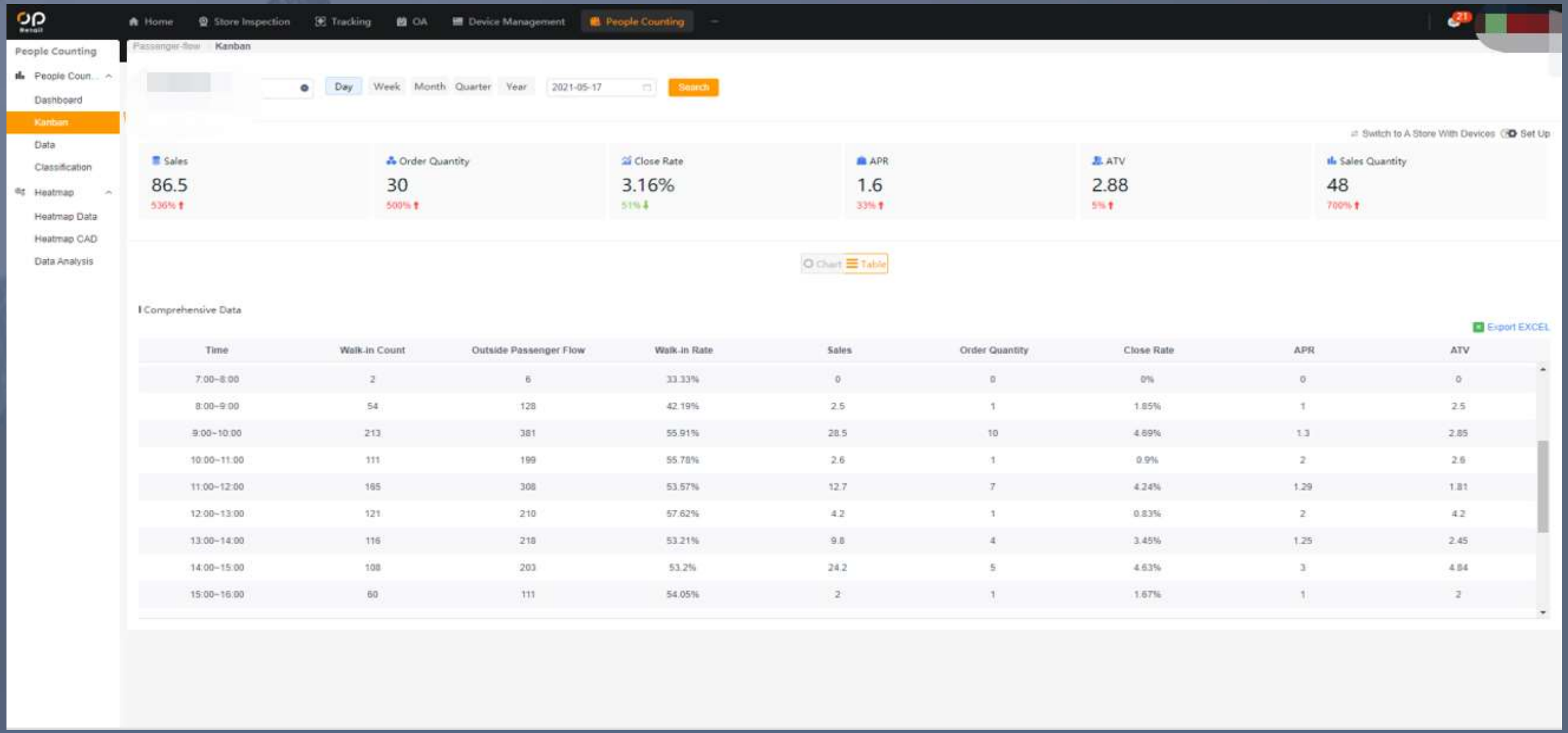
People Counting | Customer Flow Report Web

KanBan report - Chart



People Counting | Customer Flow Report Web

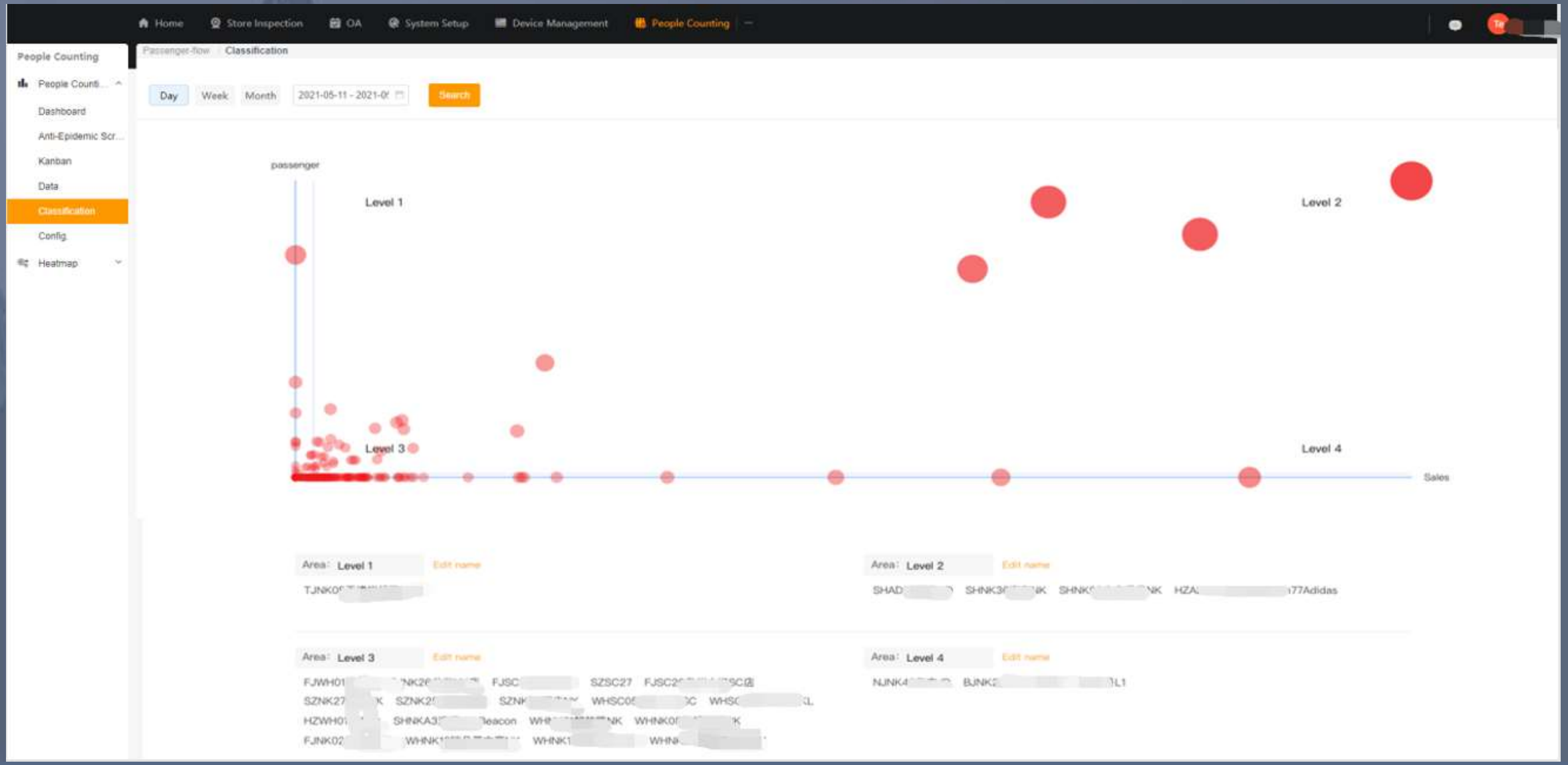
KanBan report- Data table



Time	Walk-in Count	Outside Passenger Flow	Walk-in Rate	Sales	Order Quantity	Close Rate	APR	ATV
7:00–8:00	2	6	33.33%	0	0	0%	0	0
8:00–9:00	54	128	42.19%	2.5	1	1.85%	1	2.5
9:00–10:00	213	381	55.91%	28.5	10	4.69%	1.3	2.85
10:00–11:00	111	199	55.78%	2.6	1	0.9%	2	2.6
11:00–12:00	165	308	53.57%	12.7	7	4.24%	1.29	1.81
12:00–13:00	121	210	57.62%	4.2	1	0.83%	2	4.2
13:00–14:00	116	218	53.21%	9.8	4	3.45%	1.25	2.45
14:00–15:00	108	203	53.2%	24.2	5	4.63%	3	4.84
15:00–16:00	60	111	54.05%	2	1	1.67%	1	2

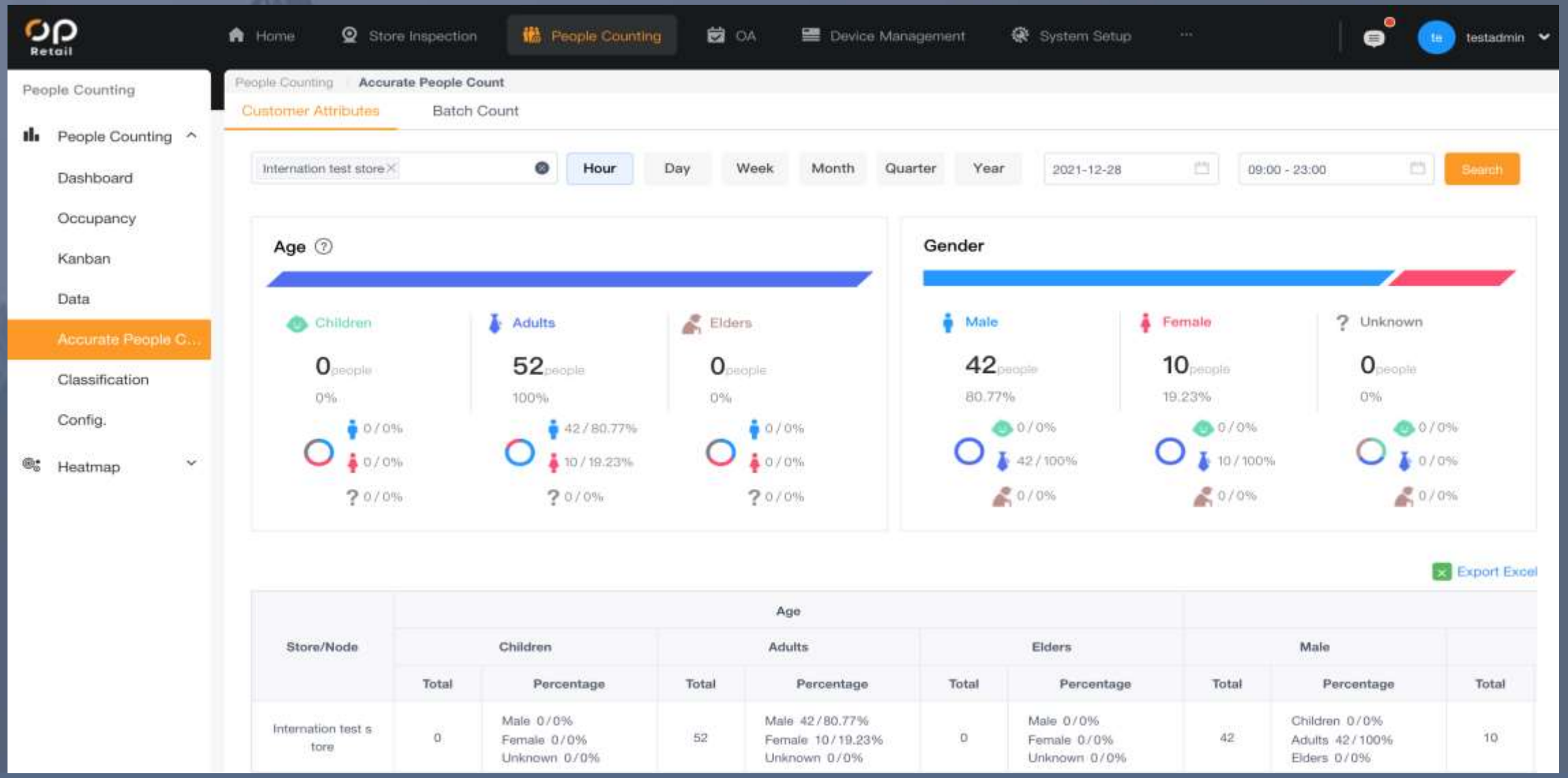
People Counting | Customer Flow Report Web

Classification report - 4 level classification of sales



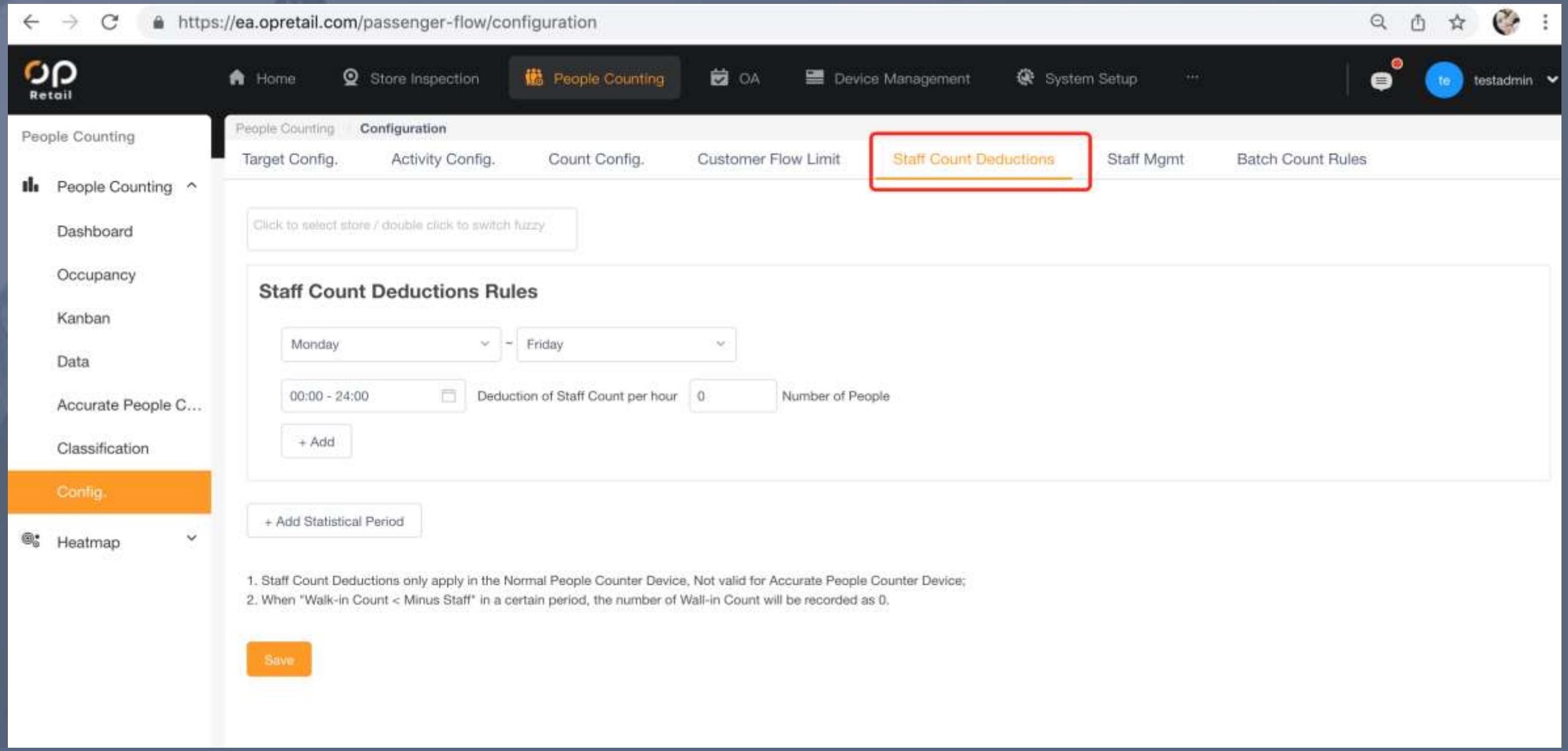
People Counting | Customer Flow Report Web

PC8 Report - Customer demographic, can be exported into Excel



People Counting | Customer Flow Report Web

Staff exclusion, customizable for your company's specific requirement



People Counting | Heatmap Analysis System

1.Understand the Customer Behavior

2.Analyze Customer's Attention of the product

3. How many Customer attention in product, how long they watched?

4.Optimized the Product Display

People Counting | Heatmap Analysis System

Optimize Decoration

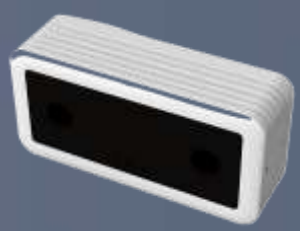
Optimize Store Layout

Optimize Product Display

Customized Detection

Promotion Effectiveness

Marketing Strategy



PC5-T

PC4

Based on Product Area to provide Accurate Data for Marketing support

Key indicators (e.g suit area)

Total Traffic (506 persons)

Dwell traffic (98 persons)

Dwell rate (19.4%)

Avg dwell time (19.33s)

OP Retail Smart Solution

-Store Inspection

-People Counting

-Smart OA

-Case Study

Attendance & Shifts Management

- Complete Internal Attendance System
- Multi Store Operation
- Shifts Arrangement
- Reports
- Treble Confirmation to avoid Staff Cheat
- Attendance Request Appeal Processes

Task System

OP Retail task system enables you to Initiated tasks online anytime and anywhere. You can specify task contents and deadline for multi-departmental cooperation, optimizing internal collaboration efficiency.

Account Director **Read** and **Completed** the Task

GM Initiated the Task

Task for Stores, Accounting, HR, Marketing, After-sales departments: submit a quarter summary of work by April 10

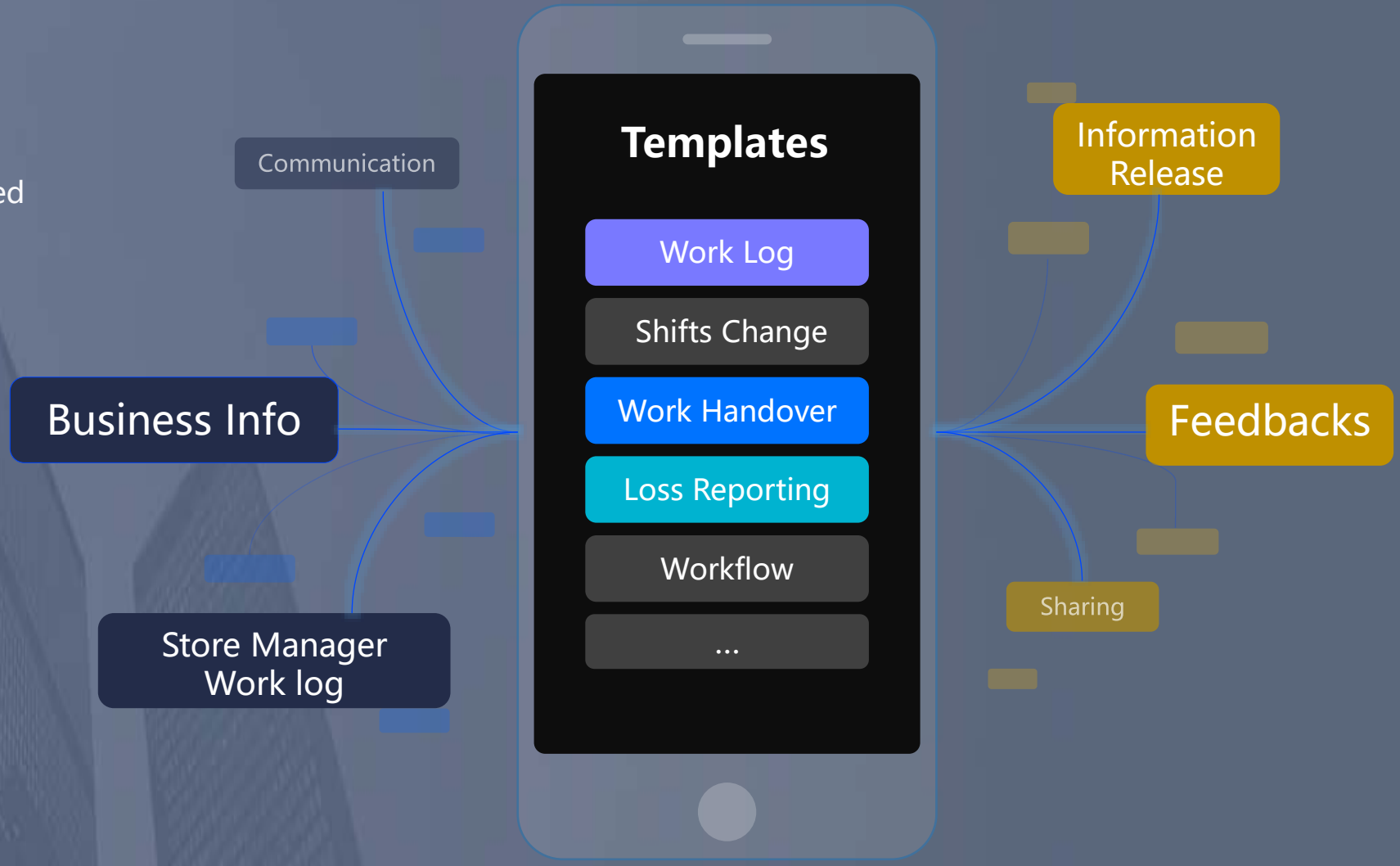
After-sales Director **Replied** in the task **'Received'**

HR Director **Read** the Task

Work Moment

A variety of templates help to achieved Workflow Traceability

- Work Log
- Job shift change
- Work handover
- Performance Show
- ……



OP Retail Smart Solution

-Store Inspection

-People Counting

-Smart OA

-Case Study

Case Study

Expo 2020

Country: Dubai, UAE
Sector: Expo & Restaurant

Introduction

World Expos Open from 1 October 2021 – 31 March 2022 in Dubai, United Arab Emirates, under the theme ‘Connecting Minds, Creating the Future’, aiming to celebrate innovation, educate the public on progress made by humanity, and foster cooperation between businesses, academics, scientists and countries.

Application

OP Retail people counting

- Analyze the flow of people in their different exhibition halls
- Analyze popularity of products in different showrooms
- Optimize their service with analytics for better showcase

Gadget Time

Country: South Africa
Sector: Electronics

Introduction

Founded in 2010, Gadget Time has come a long way from its beginnings in a small store in Canal Walk Shopping Centre, Cape Town, they provide many Gadgets and Gizmos for mobile and household devices, a wide and unique range of electronic accessories and protective covers, as well as a huge collection of Japanese Anime merchandise and office toys.

Application

OP Retail people counting & smart store inspection

- Analyze the people flow with sales performance, predict traffic trends
- Analyze popularity of products in shelves
- Reduce budget on the store management & Strength operating efficiency

Case Study

SKECHERS & Adidas

Country: Nigeria
Sector: Sport Shoes&Clothes

Introduction

Skechers is an American lifestyle and performance footwear brand, Headquartered in Manhattan Beach, California, the brand was founded in 1992 and is now the third largest athletic footwear brand in the United States. There are 4,057 company-and third-party-owned retail stores worldwide.

Application

OP Retail human contour recognition people counting

- Recognize customer demographic for a better understanding of customer shopping behaviors
- Exclude employees automatically
- Analyze the people flow with sales performance, predict traffic trends
- Reduce budget on the store management &Strength operating efficiency

Roxie

Country: USA
Sector: Supermarket

Introduction

Roxie Market & Deli was founded in San Francisco, USA on 2004, near by Silicon Valley and UCSF(one of the most respected medical schools in the United States). Roxie Market&Deli focus on providing premium product including food(Imported from Europe), wine, spirits, seasonal fresh food,etc.

Application

OP Retail people counting & smart store inspection

- Analyze the people flow with sales performance, predict traffic trends.
- shopping behaviors
- Remote inspection, execute corrective action efficiently
- Automatic shelf replenish, daily tasks sequence
- Reduce budget on the store management &Strength operating efficiency

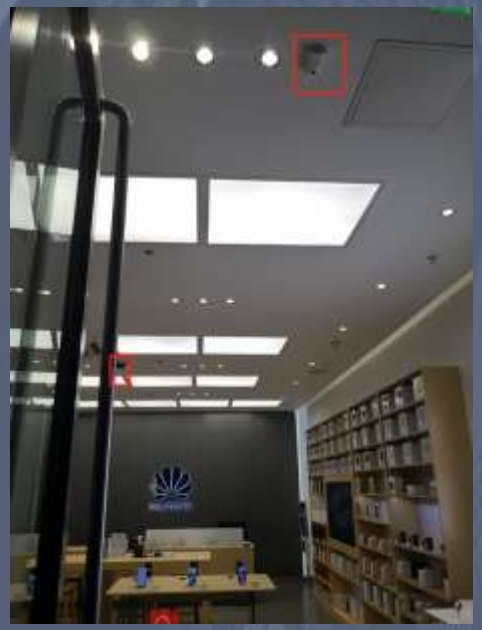
Case Study

Huawei

Country: Taiwan, China
Sector: Mobile Device

Introduction

Established in 1988, Huawei Technologies is a high-tech enterprise that specializes in R&D, production, and marketing in the mobile market.With thousands of Mobile Phone Retail Stores distribute all the cities and towns over the different countries and regions.



Application

OP Retail people counting

- Analyze the people flow with sales performance, predict traffic trends
- nalyze popularity of display counters with heatmap

VIVO

Country: Taiwan, China
Sector: Mobile Device

Introduction

VIVO is a Chinese technology company headquartered in Dongguan, Guangdong that designs and develops smartphones, smartphone accessories, software and online services.
Since its founding in 2009, Vivo has expanded to over 100 countries around the world.

Application

OP Retail people counting & smart store inspection

- Analyze the people flow with sales performance, predict traffic trends
- Analyze popularity of products in shelves with heatmap
- Reduce budget on the store management & Strength operating efficiency

Our Clients

SHAKE SHACK
Superdry
SPAR
:blink.com.kw
KiKV
LASKASAS
AOKANG
OUZAN
vivo
TOTO
UNDER ARMOUR
SKECHERS
DESCENTE
BOSIDENG
Manyavar
HUAWEI
MY RIDE
KFC
switch Beta
SPACE NK
APOTHECARY LONDON
IKEA
EXPO 2020 DUBAI UAE
Gadget Time
ROXIE market & deli
Leysen
MAMMUT
Unilever
adidas
diptyque
paris
baby care
SM CITY
POP MART
beko
SACOOR brothers
GIADA

Our Clients

WORLD TRADING DEVELOPMENT EST
JIBAL
OMEGA SOFTWARE
Petrochem
SEVEN
CAR LOUNGE
Mina Excellence
Radisson
HOTELS & RESORTS
dshehhi company
SAUDI
STARBUCKS COFFEE
Caribou COFFEE
damas
Bostik
Backhaus
PAN LOGISTICS
ARMINE
ALMAAREFA UNIVERSITY
MAS DAF
Mas Grup
saat&saat
Polimiks
ENPLUS

ATA Assaudia Technology

&

World’s Leading Retail Technology Company

www.ata-cit.com

info@ata-cit.com

058 000 8982 - 050 343 7198 - 055 905 8887

Follow Us