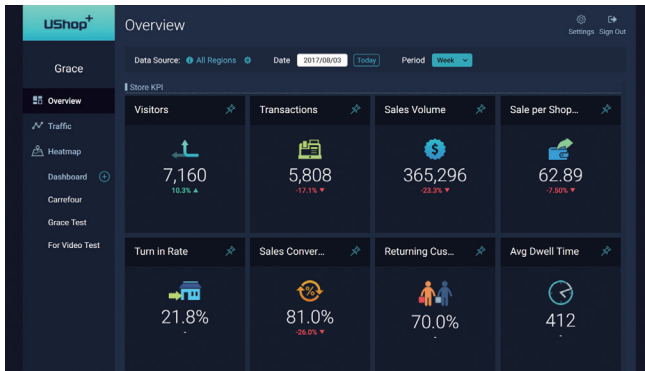# UShop⁺ Store BI

Features

- Multi-solution integrated platform:
  - Store Traffic Analytics
  - Store Heatmap Analysis
  - Store Shopper Analysis
- User-defined BI dashboard
- Cross-stores / cross time analysis
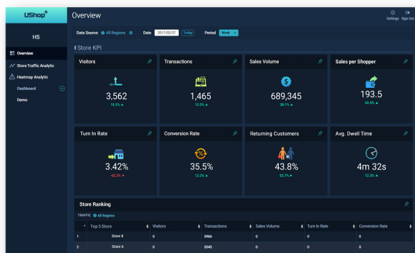- Multiple chart types for data visualization (KPI/Bar/Line/Pie/Table/Matrix)

Introduction

UShop⁺ Store BI is a store business intelligent service designed for retail store management. It integrates several store analytic solutions, includes store traffic and store heatmap analysis for a better and efficient retail management. The UShop⁺ Store BI has several statistic widgets which include people counting, conversion rate, shopper's heatmap and dwell time. Users can even pin or create user-defined widgets in cross region or cross periods report. The service is offering both public cloud subscription and private cloud on-premises installation.
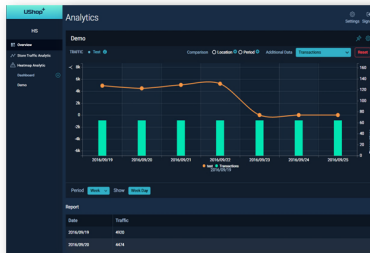
Main Functions

KPI Overview

Easy to understand the overall store performance with KPI view, includes number of visitors, number of transactions, sales volume, sales per shopper, turn in rate, sales conversion rate, percentage of returning customers and dwell time.
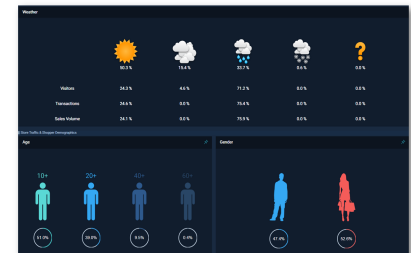
Multi-Data Analysis

Analyze cross different stores and time periods easily. User can choose the analyzing index such as transaction volume, number of visitor, even sales conversion rate.
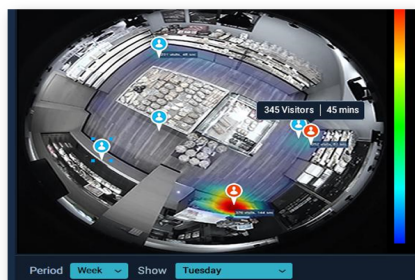
Rich BI Widgets

User can add/select proper widget to check and analyze different data sources collected on UShop+ Store BI such as shopper profile, weather information...etc.

User-Defined Favor Pin

Users can ad add up to 5 favor pins (blue color) on the specific product display area to the store heatmap panoramic view.

Favor Zone Analysis

Once a favor zone is pinned, user can click the favor pin and see further analysis result of this area, including number of shoppers stop at this area and average dwell time.

Accessible Store Data Integration

Users can input store data including POS transaction data, store opening schedule and store rent cost for further store performance analysis.

Specifications

Management Center	Store Management	▪ Add / delete / modify store information ▪ Provide system and user-defined tags to classify store properties ▪ Quickly search through keyword and tags to find the store you want to focus on ▪ Support importing POS transaction data manually ▪ Store operation information input: store opening time, staff scheduling, store rent cost
	User Management	▪ Add / delete / modify user information ▪ Three-level authorities: account administrator, manager and user
	Device Management	▪ Health check: Real-time monitoring the status of the devices ▪ Alert notification: system auto notify administrator when device status is abnormal by e-mail
BI Dashboard	Statistic Widget	▪ Data Type: traffic, sales volume, transactions, conversion rate, sales per shoper, turn-in rate, returning customers, average dwell time, shopper gender & age, store heatmap ▪ Chart type: KPI indicator, line chart, bar chart ,pie chart, matrix, ranking table, weather info
	Data Investigation	▪ Cross region/store, time period, multi-data comparison ▪ Daily/weekly/Monthly/Yearly/User defined report
	User-Defined Dashboard	▪ Pin or create user defined widgets ▪ Flexible adjust widget size and its placement
	Cross Platform Support	▪ Support Google Chrome and Microsoft Edge web browsers ▪ Support all devices with resolution higher than 1024x768 and automatically adjust the report layout by device resolution
	Data Security & Third Party Software Integration	▪ The data transfer format is binary-coded and uses AES 256-bit encryption with high security ▪ Provide complete Restful API for third-party software integration
Enterprise System Architecture	Cloud Deployment	▪ Public cloud: Microsoft Azure ▪ Private cloud: Microsoft server 2012
	Stability	▪ Support system redundant and database auto backup

Ordering Information

Part Number	Description
Public Cloud Annual Subscription	
968SPUSTL0	Public Cloud: Store BI (UCAM)
968SPUSTL1	Public Cloud: Store BI (UShop EIS Lite)
968SPUSTL2	Public Cloud: Store BI (UShop EIS Standard)
968SPUSTL3	Public Cloud: Store BI (UShop EIS Pro)
968SPUSWL1	Public Cloud: Store BI (Wi-Fi)
968SPUSWL2	Public Cloud: Store BI (UCAM + Wi-Fi)
Private Cloud On-Premises License	
968SPUSTS0	Private Cloud: Store BI (25 Channels)
968SPUSTS1	Private Cloud: Store BI (50 Channels)
968SPUSTS2	Private Cloud: Store BI (300 Channels)

UShop⁺ Store BI Private Cloud

Minimum Requirement

▪ OS: Windows Server 2012
▪ CPU:
    25 Channels: Intel Core i5-4570S or above
    50 Channels: Intel Core i7-4790S or above
    300 Channels: Intel Xeon E3-1225 or above
▪ RAM: 32GB or above
    25 Channels: 8GB or above
    50 Channels: 16GB or above
    300 Channels: 32GB or above
▪ Hard Disk: 2TB x 2 (RAID1) or above (depened on storage period setting)
▪ IP Address: Static IP Address is required

*Apache HTTP Server and PostgreSQL are required for Server installation, please do not setup with different software system to avoid conflict.