



TRAF-SYS

PEOPLE COUNTING SYSTEMS

VisiCount

People Counting Software

Flexible Reporting, Powerful Analysis





- Analyze your traffic just as you do sales - by geography, time period, facility type or any other criteria that you choose
- Easy-to-use browser based reporting program with Microsoft SQL Server powered database
- Compatible with all Traf-Sys People Counting and Wireless devices
- Fully scalable Microsoft SQL Database structure allows the system to grow with your business
- Comprehensive, management level reports that can be presented in chart, tabular or drill-down formats
- Flexible data import, export and printing capabilities
- Data Hosting options available at affordable monthly rates

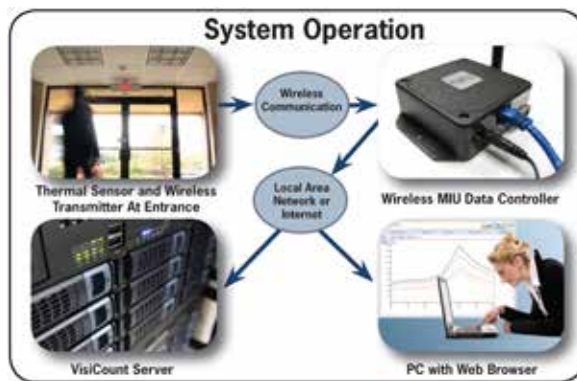
The Traf-Sys VisiCount Software is designed to provide a flexible, interactive platform to get the foot traffic information you need quickly and accurately for your business. The goal is to provide all of the traffic-related information you need to support business decisions that will positively impact your profits. VisiCount features a browser-based reporting interface that can handle hundreds of sites and users.

NEW VisiCount 2.5

The VisiCount People Counter Software has been updated to provide even better reporting and analysis tools for your customer counting needs. We've been able to greatly improve and enhance the VisiCount People Counter software using feedback from our users and advances in software technology.

VisiCount 2.5 Features:

- New and improved web interface.
- New Report Gallery Reports
- Trend Inbound vs. Outbound Counts. Compare directional counts over time.
- Special Events reports with the ability to retrieve special event information along with traffic.
- Period Performance Reports. View Traffic, Transactions and Sales information all in one report.



INTERACTIVE REPORTING

Flexibility

The Traf-Sys VisiCount Report Generator is ready to meet your customer traffic reporting needs. Simply make your selections based on your own criteria and generate the report to analyze your results. Select from multiple sites, multiple locations, entire regions, store chains or categories. The choice is yours. View customer traffic by hour, day, week, month or any user-defined period.

Compare customer traffic over time or view a trend of traffic over time. Compare two trends or view your traffic to date. Have it your way.

Conversion

Not satisfied with just customer traffic? Import your sales and transaction data to create insightful reports that display your conversion rate. Conversion data is a great tool for determining how effective your sales staff is at closing sales. Your transactions can tell you how many people made a purchase, but conversion data can point out a number of missed opportunities so you can make the most of your customer traffic and increase sales.

Higher conversion rates indicate an effective sales staff or marketing strategy. Apply methods used at high-conversion stores to your other stores and increase your revenue.



Explore Your Data

Want to see the details of your customer traffic report? VisiCount Report Generator features the ability to “Drill-Down” into your reports to see the details of the data that is shown in your report. Simply double-click on a data point and you’ll see the details of that data point.

If you are viewing a group of stores in a report, Drill-Down to see the individual stores that are in that group. Viewing a single store? Drill-Down to see the entrances at that store. This is just one of the many ways the VisiCount Report Generator allows you to explore your data.

Collaborate

Do you have a useful report that you want to share with others? With VisiCount Report Generator, you can export your reports to popular formats such as PDF, CSV or HTML and e-mail them to your colleagues.

Need to generate a regular report every day, week or month? Use the Saved Parameters feature in the VisiCount Report Generator to schedule the automatic generation and e-mail of reports on a user-defined schedule. The VisiCount Report Generator makes it easy to manage your customer traffic data so you can focus on increasing revenue.



SUPPORT AND HOSTING

Options

You can choose to install the VisiCount People Counting Software on your own server or let Traf-Sys host your data for an affordable monthly fee. Hosted solutions require no software to be installed at your site. The VisiCount web interface works well with popular web browsers such as Firefox and Chrome.

Since everything you need is installed at the Traf-Sys data center, you don't need to worry about software updates or database maintenance. Our data center experts can maintain the data for you and reduce your IT staff requirements.

Web Services

We also have web services available so you can integrate sales and transaction information with your customer traffic data. Or, if you have your own system you would like to use, you can download data directly to your own database over the web.

Support

No matter which system you choose, our support team is ready to help. From hardware to software, installations and maintenance the Traf-Sys Support Team can assist with a level of service that is second to none in the industry.



Server Requirements

If you choose to install the VisiCount People Counting Software on your own server, the following prerequisites are required:

- Windows Server 2016, Windows Server 2012, Windows Server 2008, Windows 10, Windows 8, and Windows 7 Professional
- Microsoft .Net Framework 3.5
- Microsoft IIS version 7.0 or higher
- An available Microsoft SQL Server Database version 2008 or higher

Clients only need a web browser to access the reporting interface on your server.

Contact us for a Live Web Demo

1-888-815-6568

Call today to arrange a live web demo with our sales team.

- Find out if VisiCount People Counting Software is right for your business.
- Experience the power of the VisiCount reporting system with a hands-on demo.
- Determine what type of solution best suits your needs.
- Get a quote on systems, software and service

For more information, visit www.trafsys.com
Or call 1-888-815-6568

Name	Nov 23	Nov 30	Dec 07	Dec 14	Dec 21	Dec 28	Jan 04	Jan 11	Total
0 Albertson's	8,278	8,314	11,912	11,893	12,129	12,048	7,147	6,812	78,533
1 Bowering	8,308	8,273	12,194	12,281	12,501	11,558	7,031	7,035	78,981
2 Sleepers	18,382	17,856	26,390	26,144	26,038	26,668	16,111	15,765	173,324
3 Hillfox	13,083	12,866	19,194	19,710	19,350	19,436	11,454	11,130	126,223
4 Pines	19,538	19,784	28,147	29,303	28,954	29,833	16,867	17,291	190,717
5 Breckfield	11,449	11,780	16,570	17,221	16,801	16,881	10,054	10,255	110,991
6 Jubilee	4,350	4,346	6,081	6,240	5,952	6,375	3,792	3,886	40,512
7 Shield	3,856	3,888	5,514	5,738	5,771	5,608	3,377	3,464	37,216
8 Newman	2,336	2,382	3,401	3,281	3,283	3,350	2,041	2,053	22,127
9 Mason	5,720	5,683	8,162	8,498	8,367	8,513	4,826	4,850	54,618
Total	95,280	95,152	138,565	140,309	138,636	140,470	82,696	82,341	913,643