DESCRIPTION OF PEOPLE COUNTING SYSTEM ARCHITECTURE FOR RETAIL SHOPS NETWORK

TCP/IP Data Collector

Status
Radio Link
Clock Sync
Server Link

050003218-34E79

IR Link
DIR A
OUT

Status
DIR B
IN

SN 040001262

Status

Description of BR-IOT people counting system architecture for retail shops network

People counting system consists from wireless people counting sensors and data collector. Wireless sensors installed at shop's entrance by sticking them to any surface. Installation is very easy because of wireless devices and there is no need to install any additional power/communication cables. Please check some installation examples below.
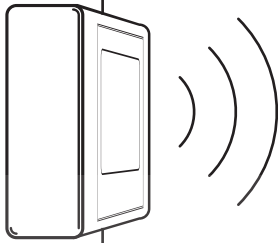
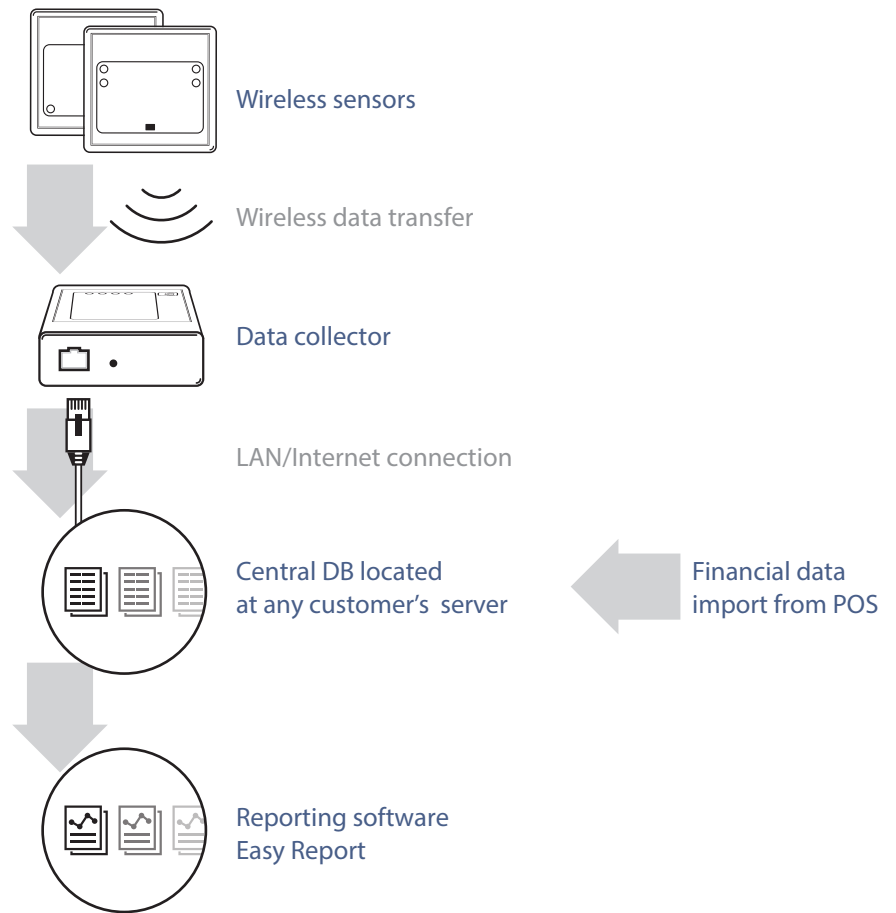# The system with data storage and processing using client-server software.

Wireless sensors transfers statistics to local data collector that forwards data to central office via LAN or Internet. System is fully automatic and no need to use/connect local computer, as well as no need to involve local stuff. It makes system very reliable and stable working for years.

There are different types of system architecture available.

The system with data storage and processing using client-server software.
This system architecture allows processing and storing any statistical data within customer network and servers and minimizing risks of any sensitive data leakage if using third party service providers.
Data collector forwards data from sensors to central database that is located in HQ using LAN/Internet connection. As well as GPRS data forwarding available, that makes people counting system independent from any local infrastructure like local PC, network cables, internet connection, router and data routing.
Dedicated employees use client software EasyReport by connecting central database in HQ and downloading data for reports.
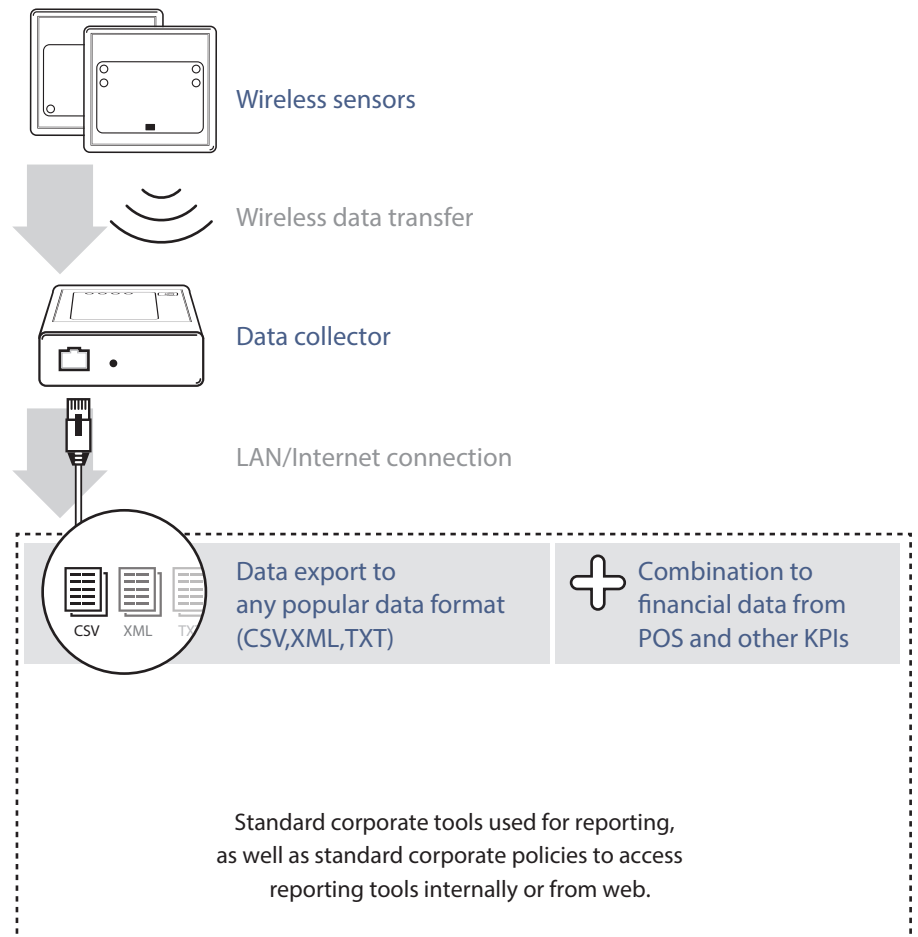
Wireless sensors

Wireless data transfer

Data collector

LAN/Internet connection

Central DB located
at any customer's server

Financial data
import from POS

Reporting software
Easy Report

The system with data storage and processing using direct data implementation into third reporting system.

This system architecture allows processing and storing any statistical data within customer network and servers and minimizing risks of any sensitive data leakage if using third party service providers.

Data collector forwards data from sensors to central database that is located in HQ using LAN/Internet connection. As well as GPRS data forwarding available, that makes people counting system independent from any local infrastructure like local PC, network cables, internet connection, router and data routing.

BRIO system exports visiting statistics into third party reporting system like SAP, 1C, Oracle via XML. All data implemented into regular reporting system and connected with financial data from POSes, and other KPIs.

Wireless sensors

Wireless data transfer

Data collector

LAN/Internet connection

CSV XML TXT

Data export to
any popular data format
(CSV,XML,TXT)

Combination to
financial data from
POS and other KPIs

Standard corporate tools used for reporting,
as well as standard corporate policies to access
reporting tools internally or from web.

Hybrid system with data storage and processing using client-server software and cloud data storage.

This system architecture allows using local data storage and processing to combine visiting statistics with financial data and provide web access to visiting statistics using could storage. Data collector forwards data from sensors to central database that is located in Our servers using LAN/Internet connection. As well as GPRS data forwarding available, that makes people counting system independent from any local infrastructure like local PC, network cables, internet connection, router and data routing. All data available via web interface, as well as copy of data available at customer's location combined with financial data from POSes using EasyReport application.

Dedicated employees use client-server so⬚ware to get full list of reports or web browser to get visiting statistics only. As well as it is possible to setup automatic mailing of different web reports to list of recipients

Wireless sensors

Wireless data transfer

Data collector

LAN/Internet connection

Database on BRIO Servers

Financial data import from POS

Reporting software Easy Report

Web browser connectionsecured by SSL certificate

Automatic reports mailing to a list of recipients

Full list of reports including financial information from POSes

Limited list of reports to check visiting statistics only