



BOSCH
Invented for life

Application Note

Counting People in Retail Environments

Intrusion Alarm Systems

Measure traffic and determine busy times by providing accurate visitor counts from B Series and G Series intrusion control panels

The Challenge

“My goal is to provide exceptional service to customers who visit my store. Knowing how many people enter my store every day, gives me a simple traffic metric I can use to see how my store is performing.”

Bosch Solution

Determine accurate visitor counts without noisy disruptions using virtual point activation.

As store owner or manager, you need traffic count data to see how a store performs on a given day.

This information helps you analyze sales effectiveness, measure advertising return on investment, forecast staffing levels, and more. Using the store’s existing Bosch security system for counting people eliminates the need for a dedicated traffic count system and additional expense.

Any unused area on B and G Series control panels can be configured as a virtual area to count how many times a door is opened without a noise alert. For example, you can set a point in the virtual area to create an alarm every time the door opens or a photoelectric sensor is tripped. The system will not send you a report –alarms will simply be logged for your future retrieval.

You create value by efficiently monitoring store traffic and sharing the count data from the RPS log file for the retail location.

You can use the data to calculate visitor conversion rates, compare sales performance metrics, improve store management and determine appropriate staffing levels.

Additionally, you can monitor traffic in high value areas of a retail location such as cash rooms, safe access or merchandise storage. When auditing sales and traffic data, you can determine when shrinkage or internal theft may be occurring.



Result

“Now that I have accurate data, I can make staffing decisions to ensure I have the right people taking care of my customers at the right time.”

Other Applications



Education	Municipal systems	Enterprise systems
Having accurate counts of visitors entering and exiting the premises or moving around the building is important to ensure the safety of students and teachers.	For municipalities, police precincts and government agencies, detecting queues that exceed thresholds might prompt additional allocation of staff to ensure public safety and maintain secure buildings and properties.	Understanding traffic patterns in and out of authorized and unauthorized areas can assist security and safety personnel in making appropriate decisions about access management and control.

Bosch Security and Safety Systems

Protecting lives, buildings and assets is our aim. Our product portfolio includes video security, intrusion detection, fire detection and voice evacuation systems as well as access control and management systems. Professional audio and conference systems for communication of voice, sound and music complete the range.

Visit boschsecurity.com for more information.