

OMAYA CROWD

Enhancing Crowd Analytics System
Functionality Through Wi-Fi System



Webinar Timeline

01 Company Introduction

03 Quiz

02 Omayya Crowd Overview

04 Success Stories

About Synchronweb

- Establish in 1999 and in-corporate in 2001
- Dedicated Support Team and Engineer for products
- Own R&D team and lab for software and Technology development
- 24 x 7 Support Call Services

Omaya versions



Omaya Crowd

Omaya Crowd enables you to get the most out of every inch by learning how customers move about and interact within your store or venue.



Omaya Workspace

Omaya Workspace utilize primary BLE technology to scan BLE tag that is attach to personal or asset. Wireless sensors mount onto the equipment continuously stream location data to Omaya Workspace.



Omaya Vision

Omaya Vision is an entirely separate tech than other edition counterparts by utilizing visual recording and facial/body recognition capabilities when paired with video camera devices.

What is Omayya Crowd

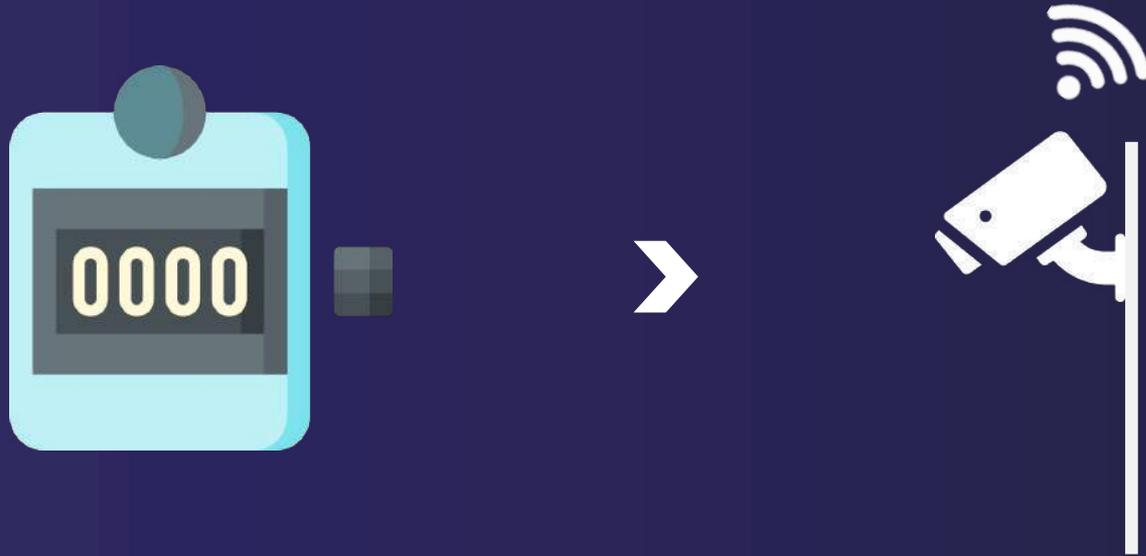
Omayya Crowd enables you to get the most out of every inch by learning how customers move about and interact within your venue.

How Does Omayya Crowd works



Omayya Crowd primary uses wireless access point to detect & track users devices when they enter your venue, it can also utilise others sensor to detect movement such as infrared sensor as well as camera technology.

Traditional Method



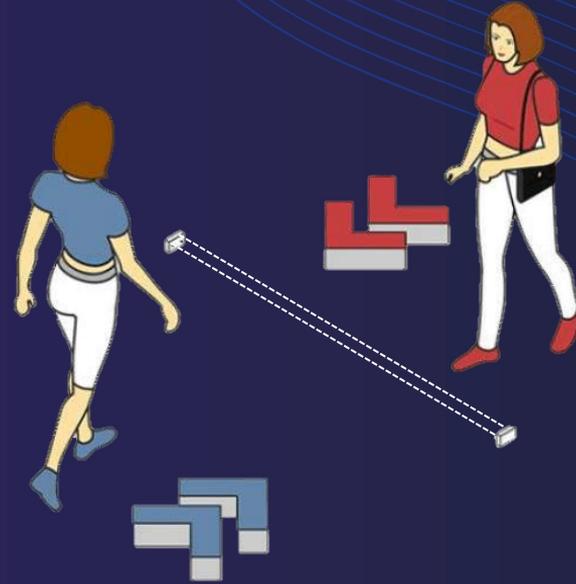
Traditionally , to obtain the same type of analytics report it be labour intensive using personals and count using counter. This method is unreliable and labour intensive. The next evolution will be using our solution be it infrared, Wi-Fi or camera.

Wi-Fi Sense Mode



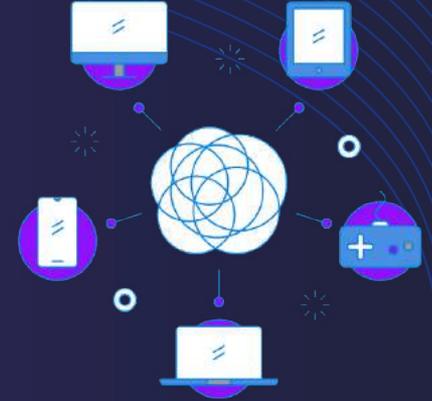
Omya Crowd can utilize as low as 1 sensor and able to scale up for complex setup to detect triangulation for accuracy.

Line Counter Mode



The most inexpensive way to have crowd analytics will be line counter mode , while the data richness is lower it provide inexpensive way to have understanding the number of crowds in & out of venue. Unlike traditional infrared line counter. Our line counter utilize 2 invisible line to detect cross in and out.

Accuracy Enhanced



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Privacy & Security Ensured

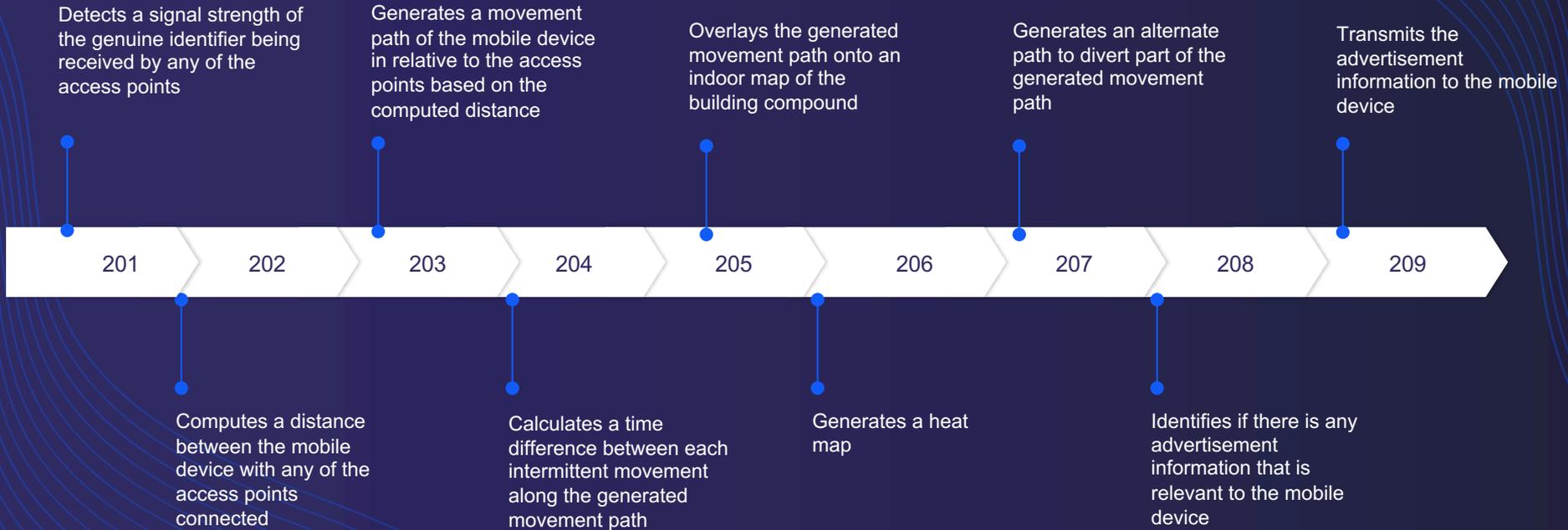
Our solution uses high grade encryption to ensure all data is kept safe at all time.

For privacy all our solution are compliance of GDPR, PDPA and other privacy compliance requirement.





PATENT



- Method and System For Data Traffic Monitoring
- Patent Application No. : PI 2020002836

HARDWARE SUPPORT





DATA THAT MATTER



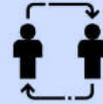
Traffic

How's the movement in my venue



Loyalty

What's the ratio of new and returning users?



Engagement

How long users stay in one location?



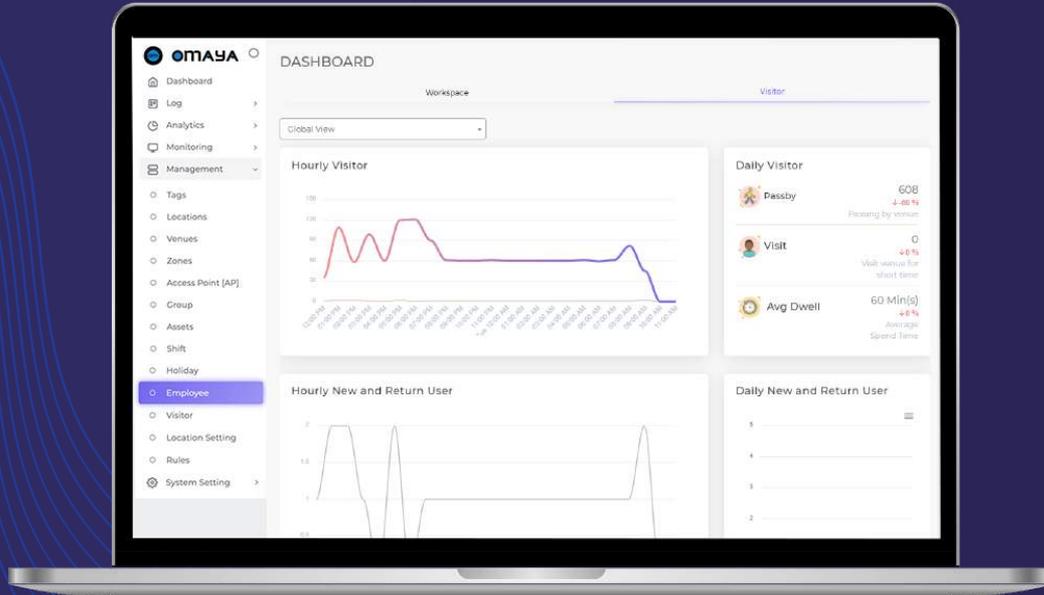
Timing

What's the peak and non peak time?

Our analytics report are design to focus on key foundation data that matter for your operation and efficiency.



ANALYTICS

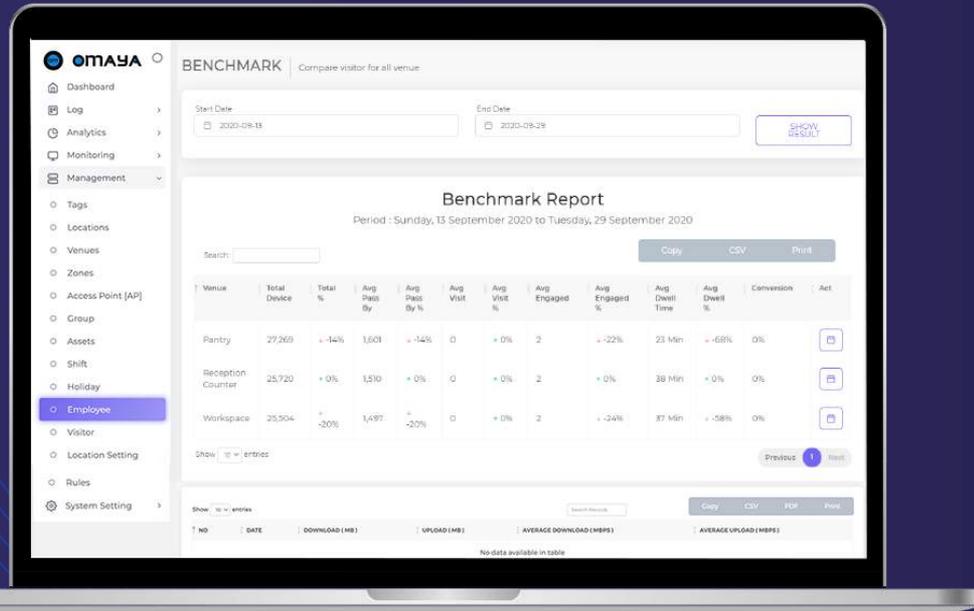


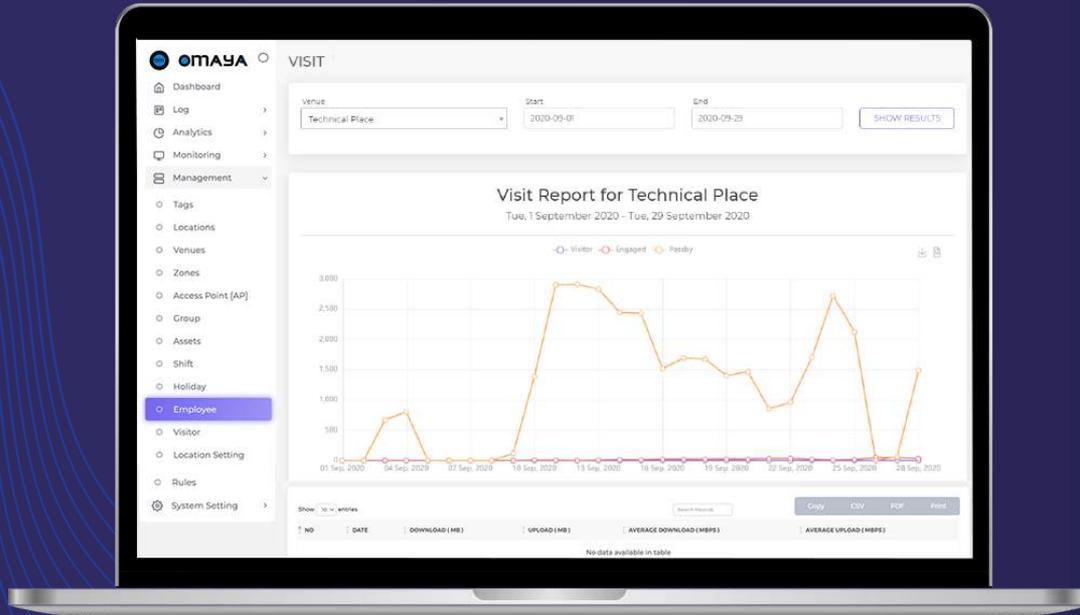
DASHBOARD OVERVIEW

Omayya Dashboard provide an overview and alert on crowd key metric and performance on your venue overall, you can drill down to view specific venue and its metric.

VENUE BENCHMARKS

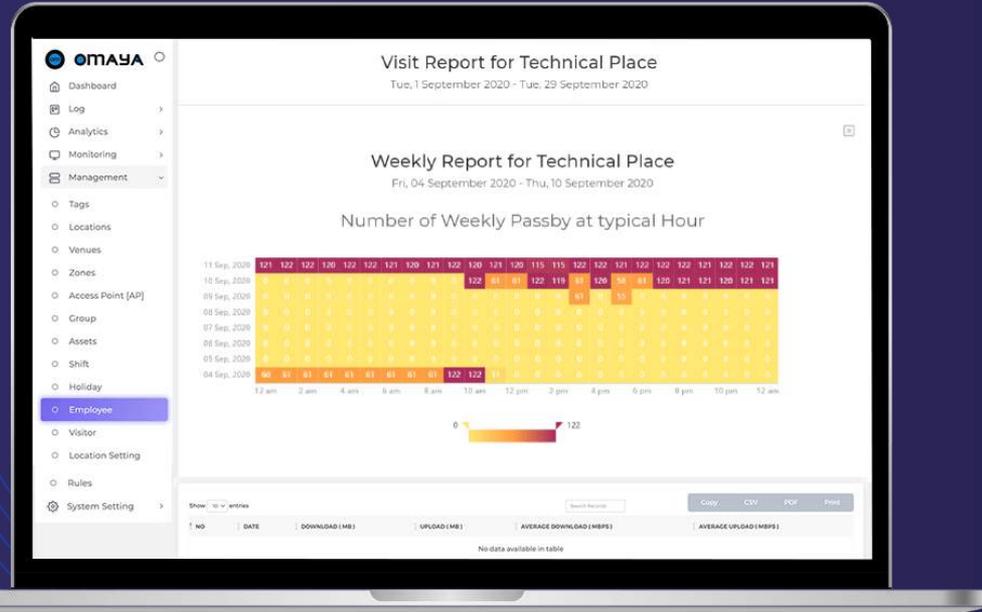
Have an overall benchmark of your venue performance over the given time. Using benchmark analytics provide you a quick snapshot of venue performance and key metric.





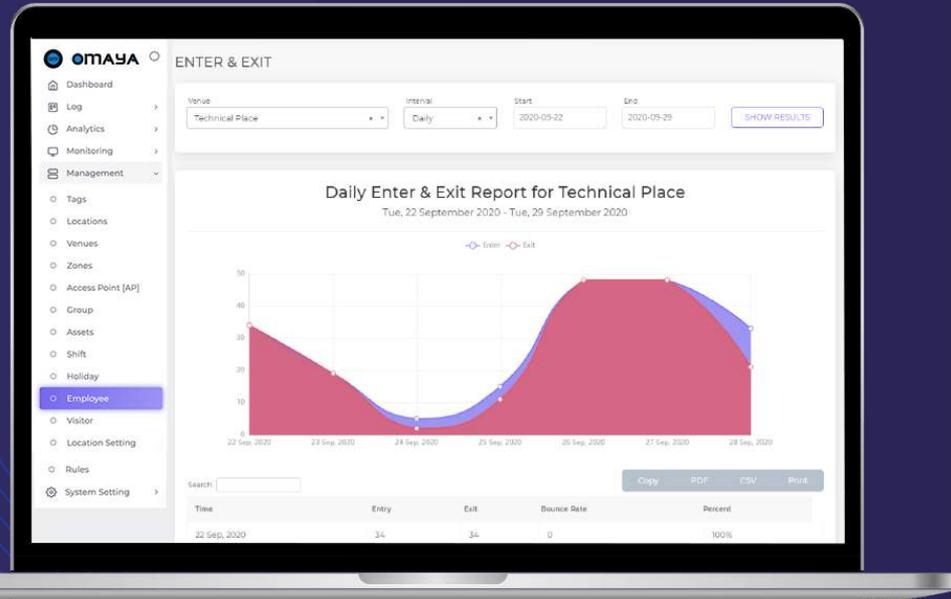
VISIT ANALYTICS

The visit analytics provide you information on user's behaviour within your venues, it will do comparison between how many user pass by visit into your store and how many engaged users.



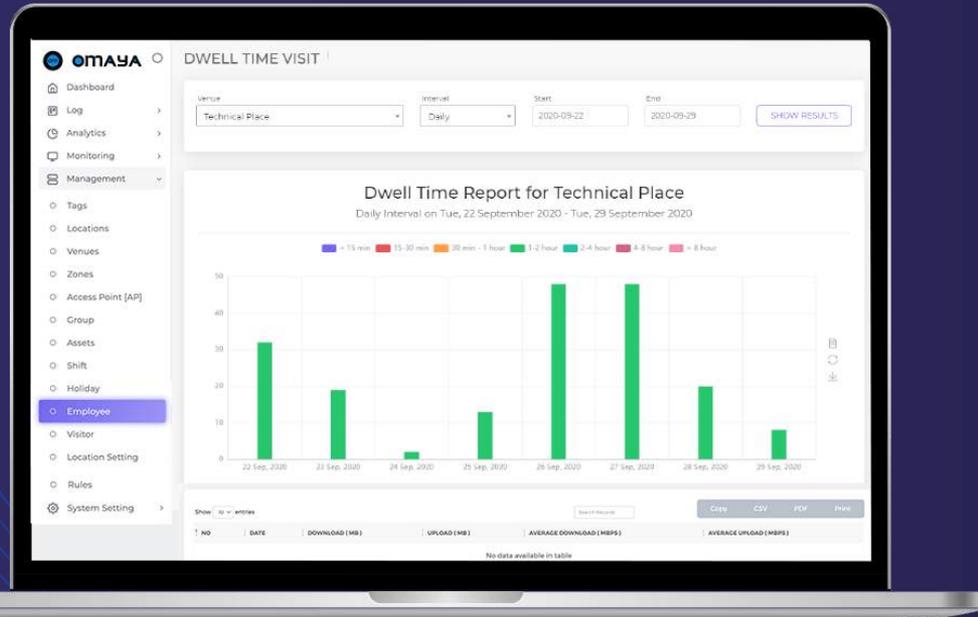
VISIT ANALYTICS

View the Weekly time heatmap to find busy and low period in day and time of the weeks.



ENTRY & EXIT

The entry and exit analytics provide bounce rate and ratio of how users enter or exit your venue.

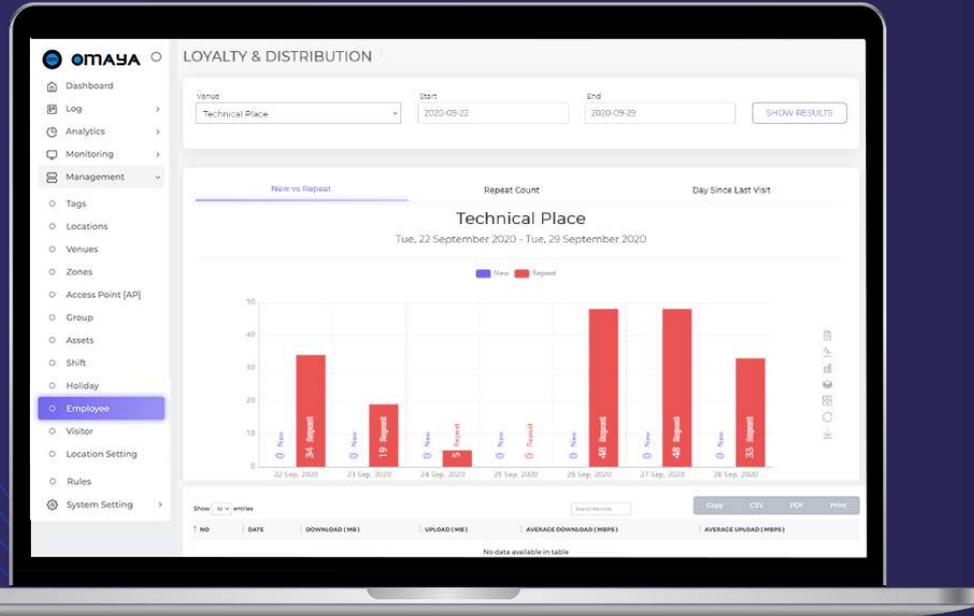


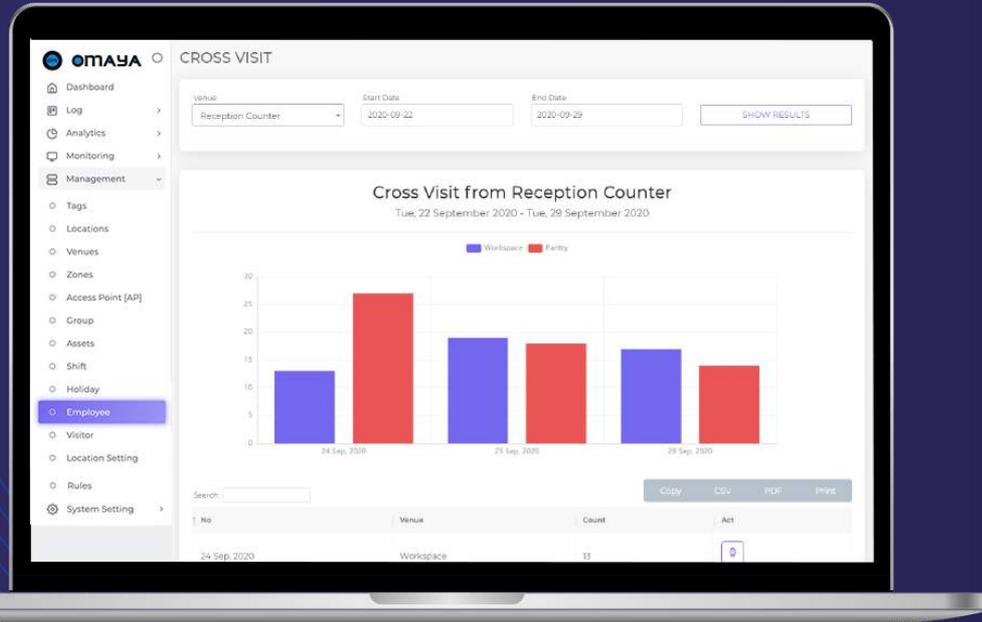
DWELL ANALYTICS

Dwell analytics provide information of what is the duration users stay within the venue. Connect to Kiwire captive portal to obtain demographic information and merge the report to have the complete holistic picture. Find what is the peak hour that users dwell the most.

UNDERSTANDING LOYALTY

Have full understanding of users loyalty to your brand and venue by using our Loyalty analytics, Understand from all visitation by user how many are frequent users and what's the rate of return.





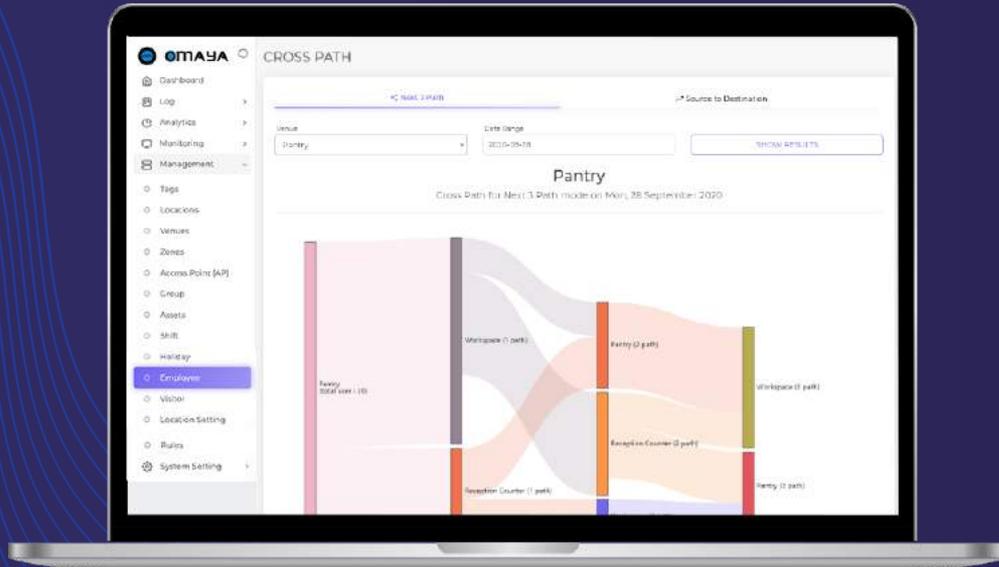
CROSS VISIT

Using Cross visit analytics provide you information on how your user visit your brand store or venue. How many visit your store around the region or country.

CROSS PATH

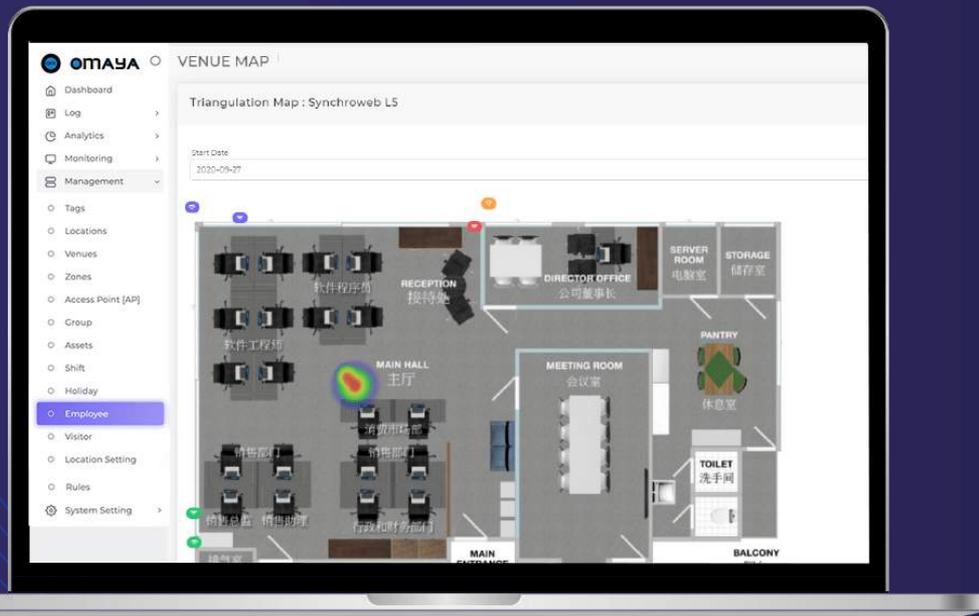
Ever wonder how does your user move around your venue ?, using our cross path analytics provide you information on how user move around your venue.

Group by most frequent use path, it provide brand owner or venue a insight on how the movement of users from the moment they enter the entry point or simply selected point A to point B.



VENUE HEATMAP

Heatmap analytics provide real time information of your current user density as well as density movement within the day. This provide you view on popular hotspot within your venue from day view.



SUCCESS STORIES





Project: Garden By The Bay



With the inception of traffic flow analysis, Garden By the Bay was able to determine the number of customers they attract into the theme park based on the number of passers-by.

They utilized the metric zone analytic exclusively available for theme park to analyze the visitor behaviors in different zone to gain more insight and actionable plans to the generated data of visitor count, visit duration, and frequency of visits per visitors.



Project: One Utama Shopping Mall



In order to improve the experience of their visitors, the management decided to invest in the Synchroweb platform served by Omayya Crowd, as it allows us to identify the movement of visitors in the mall and validate the impact of our events in terms of traffic through the use of heat maps.

The combination of Kiwire and Omayya can also be used to assist shoppers with mall navigation, timely information and alerts and provide a more personalized shopping experience.



KL GATEWAY
MALL

Project: KL Gateway Mall



Added with our secondary software Omayya integrated into Kiwire, it is also possible to see their real behaviour in the shopping center via marked heatmaps.

Whenever someone arrives at the mall, its important to know where they go, how long they stay in each area, and which stores they actually enter.

SYNCHROWEB
TECHNOLOGY

CELEBRATING
23
YEARS
SYNCHROWEB TECHNOLOGY

“In Synchronweb We Trust”



www.synchronweb.com

THANK YOU

Does anyone have any questions?

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