

# ANALYTICS SOFTWARE

*Transform surveillance data into actionable insights at scale*

## ABOUT

icetana Analytics integrates with our Safety and Security software to analyse security camera footage, offering insights into customer behaviour while providing reports that enable teams to make informed decisions in real time.

## HIGHLIGHTS



### REAL TIME

People and occupancy counting



### REPORTS

In seconds



### SCALABLE

For 1000's of cameras



### INTEGRATES

With your existing camera and VMS systems

## CHALLENGES



Traditional methods can be challenging for identifying security risks, estimating crowd sizes, and understanding customer movements, often requiring extensive analysis of footage to uncover useful patterns for decision-making.



**Challenging to quantify crowd size**



**Hidden safety risks**



**Understanding customer behaviour**

## SOLUTION



Gain analytics and understanding of movement across your site in seconds. icetana Analytics works alongside your cameras and software to improve three essential aspects of managing your security.

1

### People and vehicle count

Help teams gain valuable insights into the number of people or vehicles that enter, exit, and move about a particular location.

2

### Heatmap insights: activity & dwell time

icetana's heatmaps display customer movements and time spent at each CCTV camera location, improving spatial understanding and behaviour analysis for better space utilisation.

3

### Line & occupancy counting

Track the occupancy of areas and the flow of traffic through a site.

## BENEFITS



1

### Create a better customer experience

Analyse the movements of your customers and staff at your site to enhance their experience.

2

### Added to any camera

icetana Analytics is compatible with any camera, allowing users to select which ones to analyse and generate reports.

3

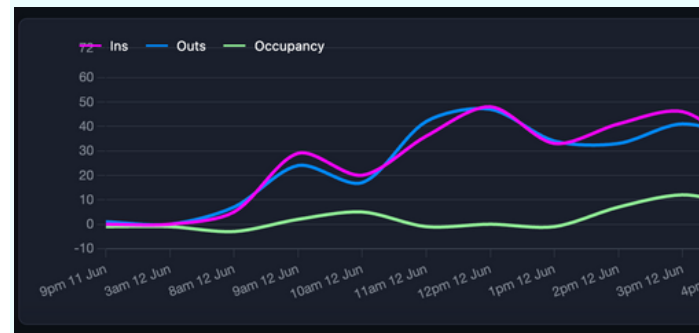
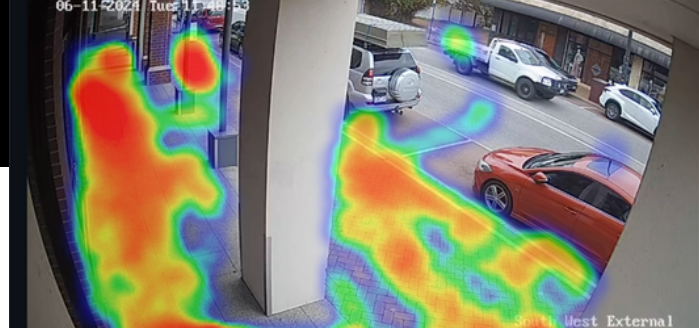
### 24/7 analytics

Review your analytics 24/7 on all devices.

4

### No configuration needed for heatmaps

Once set up, icetana Analytics requires no further configuration and will begin reporting immediately.



## USE CASES



### Track customer behaviour

Understand the foot traffic patterns at your site to make informed decisions, such as raising rent in high-traffic areas or optimising the layout for better accessibility.



### Traffic & car park monitoring

Monitor traffic flow and identify congestion points, helping security in parking lots, public areas, or restricted roadways.



### Crowd detection & capacity management

Detect when areas reach capacity or pose a safety risk due to large crowds.



### Area traffic monitoring report

Analyse reports detailing the number of people crossing specified lines to determine the influx into designated areas. This can help in monitoring how many people are entering unauthorised zones.



### Security allocation

Displaying the most frequented areas of a site enables security managers to allocate resources more effectively.

## INDUSTRIES WE SERVE



- ✓ Mall management
- ✓ Guarding services
- ✓ Safe cities
- ✓ Education
- ✓ Hotels

## ICETANA AI PRODUCT SUITE

