

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



Get instant movement analytics for your site. icetana Analytics enhances your cameras and software to improve security management.

1

Count

Identifies the historic count of the maximum number of vehicles and people in a given scene

2

Heatmaps & Dwell

Displays object movements and time spend in each location.

3

Occupancy Count

Immediate alerts are triggered within seconds when occupancy thresholds are reached.

4

Flow Count

Tracks and categorises objects movement, identifies hotspots, and optimises space use through pattern analysis.

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

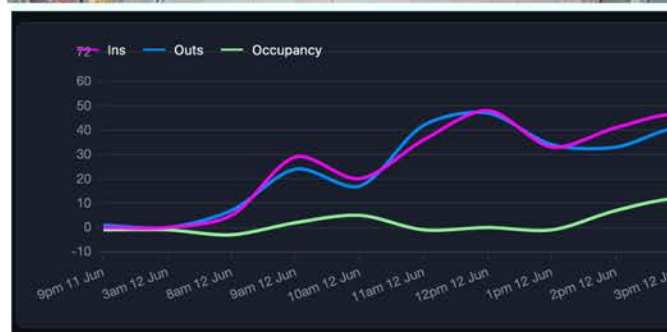
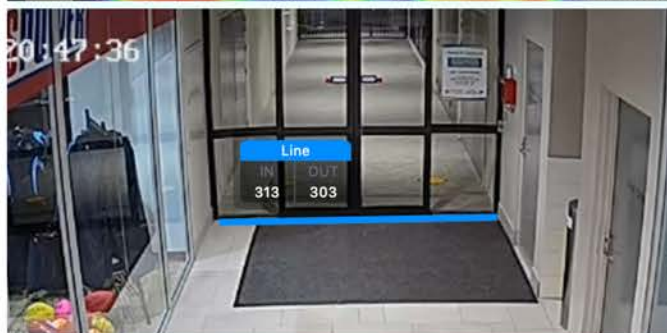
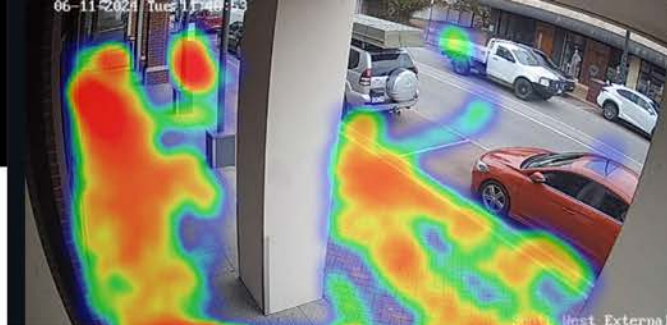
24/7 analytics

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



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- ✓ Guarding services
- ✓ Safe cities
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ICETANA AI PRODUCT SUITE

