

Precision People Counting

Helping businesses drive value from
the measurement of people





Specialists on the movement and measurement of people.

Abakus Analytics are people counting specialists with 30+ years experience helping clients around the world with their measurement and management needs.

We strive to deliver leading people counting solutions that provide real quality and value to our clients. Our team of experts achieve this through practical and innovative solutions that help our clients understand what people want and need in order to prioritise strategies with optimised results.

Our clients range from small to large businesses and organisations from an extensive variety of industries, including government and public sector bodies.

Our difference lies in our capability to maximise the value of people for your business.

About Abakus Analytics

We use a variety of advanced technologies to measure the movement of people. We focus on providing cost-effective data analytics that are easy to understand, making your workplace more efficient. Being sensor agnostic, we pick the best solution for your environment.

What is People Counting?

People counting technology measures the number of people within a building. It gives an understanding of movements to create engaging spaces. People counting technology works to improve building efficiency and improve user experience.

Why do you need People Counting?

Whether you're a commercial building manager, a retail store operator, or want to improve the flow of traffic within your city, measuring the movement of people provides strong insight to better understand and utilise the workings of your space.



**You can't manage what you
don't measure**

What makes us different?



Best Reporting Capability

Our reports are in real-time, allowing you to measure data instantly.



Flexible Dashboards

Our platforms are easy to use and suitable for mobiles, computers and tablets.



Long Term Support

For sensors such as Brickstream & Irisys Thermal.



Highest Accuracy

Our technology is unmatched by any competitor.



Easy to Interpret Data

Uncover insights to make better strategic decisions.



Turnkey Solutions

Our systems work seamlessly, from the installation to ongoing functionality.

Our Benefits

Abakus Analytics provides insights into the key trends that are impacting your business. Our reporting and support is an invaluable tool for any business actively. With credible, side-by-side comparison of data, you can make a more informed investment that best fits the diverse needs of your business.



Optimise Space Utilisation

Our data analytics determine which areas of your building are best used. Allowing you to repurpose the unused areas and achieve strong utilisation of space.



Non-invasive

Our sensory systems are highly accurate, while maintaining full anonymity. No personal information is stored, nor facial features detected.



Enhances the User Experience

Data obtained provides insight into how a space can be utilised to its highest potential, making it easier for people to use each space, improving efficiency and productivity.



Improves Security

Receive real-time alerts of potential security breaches and safety concerns before or as they occur.



Features

- + **Sensor Agnostic**
- + **Best Sensor Accuracy & Reliability**
- + **Infrastructure Monitoring**
- + **Unlimited Users & Locations**
- + **Flexible User Access Control**
- + **Custom Reports and Charts**
- + **Data Annotations**
- + **Export to CSV, PDF and more**
- + **Time Range Comparisons**



Our Solutions

Providing superior, value-added solutions that drives decision making and tangible results.

People Counting

Track the number of people entering and leaving your building to determine the most effective use of space. Measuring the population density will ensure your meeting the needs of users within the building by quickly allocating business resources. Improve access, building security and employee safety with enhanced visibility.

Pedestrian Counting

Our pedestrian counting tools will give you a better understanding of how public spaces are used, enabling you to optimise space and create safer and more secure environments. Staying informed with the flow of pedestrians, so you can form engaging spaces and optimise greater flow of traffic.



Occupancy Management

You will ensure the safety and comfort of your building's users by maintaining constant visibility over the movements and density within your spaces. Ensure people are adhering to social distancing regulations by monitoring the number of people within the space. We provide sensors and alerts when density is high, allowing you to respond instantly.

Queue Management

Eliminate queues and reduce wait times by instantly responding to the growing number of people in a space. By instantly responding to queues, you will increase the number of sales and improve customer satisfaction.

Industries we Cover

We provide strategic people counting solutions to clients across a wide range of commercial, retail, transportation and government projects.



Commercial Buildings

Enhance User Experience

Our systems measure the direction of travel to visualise the best flow of traffic to remove congestion.

Optimise Building Occupancy

Determine which areas of the building aren't being efficiently used to identify and optimise greater use of space.

Improve Building Efficiency

By identifying the workings of the space, you can ensure greater productivity from comfortable staff.

Measure and Control Density for Safety

Reduce risk of viral transmissions by ensuring the right number of people are using the space at a given time.

Retail

Enhance User Experience

Detect the direction of travel to optimise the flow of traffic within the store.

Optimise Sales Conversions

Determine the ratio of staff to customers to ensure the right number of staff are available to meet customer needs.

Measure and Control Density for Safety

Protect customers and staff from infections by ensuring people are adhering to social distancing regulations.



Transportation

Measure and Control Density for Safety

Monitor density on station platforms to alert of social distancing breaches.

Enhance User Experience

Identify the best use of space by determining the direction and flow of traffic.

Understand Commuters

Measure the number of people entering the platforms against the number of logged passengers to identify how many passengers are actually paying.



Government

Optimise Building Occupancy

Create effective layouts of buildings by identifying pedestrian movement.

Improve Efficiency

Raise traffic light performance by identifying peak pedestrian traffic periods.

Measure and Control Density for Safety

Monitor population density to ensure people have the right amount of allocated space.

Project Overview

Abakus Analytics has been responsible for the successful delivery of a wide range of projects. These projects are managed from inception to completion by driving the planning, direction and coordination of resources throughout the life of the project.

Department of Transport

In May 2019 we worked with the Department of Transport to complete a pedestrian counting project. We provided all hardware, project management, service and support for the deployment and implementation of a pedestrian counting solution for a large intersection in Windsor Vic and East Melbourne. We completed the task in a tight three-month deadline.

Now the Department of Transport is able to accurately measure the flow of traffic in two high density intersections in Victoria, making it easier to improve pedestrian accessibility and safety.



The Goal

The Department of Transport wanted to understand, with regards to safety, the density of people that cross Dandenong Road and Chapel Street. They wanted to visualise traffic signal requirements and the safety of school children crossing such a busy intersection. They also wanted to determine the flow of traffic with the impact on local business.



The Solution

We installed 8 Xovis outdoor sensors with 4G gateways, sending data by-the-minute to a Cloud platform. We achieved an accuracy of +/- 2%, ensuring a reliable, measurable outcome. We developed, delivered and completed the project with a customised online dashboard that was high performing and efficient.

The Results

Insight gained from the people counting data allowed the Department of Transport to understand the safety requirements of the intersections, and determine the flow of traffic and the effects on local businesses. Our service was successfully completed within 20 days, a service which all other providers could not offer.

As a result of this successful project, the Department of Transport commissioned Phase 2, extending the people counting solution to Wellington Parade & Clarendon Street intersections.



**Gain actionable insights and
drive real business value.**

Contact us today to get started

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