

SABA

"Beonic lets us learn where customers enter the store and where they exit."

Beonic delivers breakthrough for SABA

Beonic Customer

SABA is a chic, contemporary fashion label for both women and men. Founded in 1965, SABA operates 16 retail stores throughout Australia. SABA introduced Beonic at its store in the Melbourne Central shopping centre, which reopened in October 2004 after a \$195 million redevelopment.

Customer Challenge

Leading Australian fashion retailer SABA wanted access to Beonic retail intelligence for its new Melbourne Central store without complicated head office IT infrastructure and upfront capital costs.

SABA required Beonic's retail intelligence reports be delivered to its executives at their desktops in return for an agreed monthly cost.

Beonic Solution

Since September 2004, Beonic has delivered store visitation reports to SABA every day remotely by email. SABA has invested about one third annually of Beonic's historic purchase and operating cost.

No IT infrastructure is required at SABA's head office. This breakthrough makes Beonic's innovative wireless technology more accessible to retailers than ever before.

Beonic Benefits

SABA Financial Controller Anton Dembo said he used Beonic's retail intelligence reports to gain efficiencies. "It lets us learn when people shop, where they enter the store and where they exit," he said.

"This information helps us decide staffing levels at different times of the day, assists us with our understanding of when people shop and provides more detail about their buying patterns.

"Beonic also provides us with sales conversion rates – the ratio of sales to the number of people who visit the store. It's one thing to have people come into the store, but are they actually buying? What's the ability of our staff to close a sale?"

About Beonic

Beonic's world-leading retail intelligence system assists retailers to learn how to convert store visitors into actual customers. Beonic reports equip retailers to make more effective decisions about marketing, merchandising and service levels, leading to happier customers, more sales and greater profit.



"Beonic has been absolutely accurate giving us clear trends of customer traffic."

IKEA counts on Beonic

Beonic Customer

IKEA is one of the world's top furniture retailers. IKEA's flagship store at Homebush in Sydney expected more than two million visitors in its first year of operation. Beonic is also used in the IKEA Richmond store in Melbourne.

Customer Challenge

Since its December 2004 opening, IKEA Homebush has used Beonic's Traffic Insight visitor flow system to ensure its checkouts are never short-staffed.

Highly accurate Beonic sensors at each IKEA entrance track the number of people entering the 26,000 square metre store, ensuring that its checkout sales attendants are in position by the time customers reach the exit.

Beonic Solution

IKEA Homebush Store Manager Andreas Petersson said he used Beonic reporting software to determine checkout staff levels. "We have a warning before a peak hits because customers take 90 minutes to go through the store," he said. "This gives us one hour 20 minutes to get manpower in place to meet that peak. Beonic has been absolutely accurate, giving us clear trends of customer traffic."

Beonic Benefits

Mr. Petersson said Beonic was a system that met IKEA's needs at a reasonable price. "Our basic need is to know visitation rates through the day in a way that is consistently accurate. We use those reports in our forecasting to plan manpower, sales and stock ordering. Beonic has performed above expectation in doing that." "Beonic is the system that fulfils our needs, is reliable and provides the best value over the long term."

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"Beonic delivers reports directly to your desktop. Beonic is a total solution."

Burnside Village integrates Beonic people counting with security

Beonic Customer

Burnside Village is Adelaide's premier shopping destinations and one of Australia's most successful shopping centres. Located in the city's eastern suburbs, Burnside Village attracts a weekly average of 77,000 visitors, many from affluent suburbs across town.

Customer Challenge

Burnside Village sought an accurate way to measure its volume of visitor traffic and track where four million people annually moved throughout the 12,500 square metre dual mall shopping centre.

Beonic Solution

Retail intelligence and security specialist Beonic provided Burnside Village with state-of-the-art people counting technology that uses video sensors to identify visitor traffic patterns and deliver relevant business reports to the centre manager's desktop. Burnside Village uses Beonic to track accurately how many people visit the shopping centre and to analyse how they move around specific precincts.

Beonic's Interact Security System also uses these video sensors to provide Burnside Village with real time digital security surveillance for both security and insurance purposes.

Beonic Benefits

Beonic relates visitor traffic to retailers' sales, providing valuable intelligence for setting lease rates. Burnside Village now achieves one of the highest turnovers per square metre among shopping centres nationally.

Beonic's retail intelligence has enabled Burnside Village to correctly apportion rents by accurately recording and calculating traffic flows to over-performing as well as under-performing areas.

Burnside Village Centre Management Property Asset Manager Patrick Jordan said Beonic addressed operational and strategic concerns. "Beonic combines door count and precinct counting data and then delivers it directly via management reports to your desktop," he said. "Beonic is a total solution."

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"Beonic has allowed us to put far more substance behind our results."

Beonic Measures Success for Federation Square

Beonic Customer

Melbourne's landmark Federation Square complex is a \$450 million facility that contains galleries, cinemas, award-winning restaurants, a function centre, cafes, bars, festivals and events, and public open spaces.

Located on 3.8 hectares by the Yarra River, the 48,000 square metre complex attracted more than 6.8 million visitors in its first year of operation after opening in October 2002.

Customer Challenge

In the heart of Melbourne, Federation Square covers a city block with multiple entry and exit points. Counting the number of visitors is a challenging task. Many entries are outside, open day and night. Federation Square management requires accurate and timely visitor information to provide government, tenants, sponsors and others with usage and attendance statistics for the complex.

Beonic Solution

Beonic's Traffic Insight system counts visitors entering Federation Square from Swanson Street, Flinders Street and the car park of the complex. Visitor traffic reports are updated every minute, with live information sent to senior managers. Federation Square management uses this data to model the total number of people in the square at any point in times.

Beonic Benefits

Beonic's live monitoring provides accurate and up-to-the-minute reports on the effect of major events and activities on visitor numbers to Federation Square.

Federation Square Management Strategic Planning Manager Paul Byrne said the Beonic software helped to verify Federation Square's value. "Beonic has allowed us to put far more substance behind our results, by quantifying visitor numbers, rather than just relying on general observations," he said.

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