

Anonymous In-Store People Counting to Improve the Operations and Management for Small Retailers in Spain

Data-Driven Decision-Making Based on IoT Solutions

 Bizkaia, Spain



Milesight Partner
Monolitic
Nexmachina

Location
Bizkaia, Spain

Numbers of Devices Deployment
VS133*35

Applications:
Smart Retail, Smart Building

Background

The concept of the Internet of Things (IoT) opens up a wide range of opportunities in many areas such as transportation, healthcare, workplace and retail. In retail industry, maximizing competitiveness and adapting to new retail dynamics are key priorities for small businesses, having tools that allow them to better understand customer behavior and optimize resources represents a significant challenge. The ability to monitor customer flows in real time opens up new opportunities and transforms the way these companies operate in an increasingly competitive market.

Our partner, Monolitic, worked with their client Nexmachina had a project for a commercial association in Bizkaia that required a technological solution that was capable of improving the decision-making of its associated businesses.



Challenges

The lack of information on the flow of people in stores posed significant challenges, especially for small retailers with limited resources who needed to optimize space layout, adjust staff schedules, and design effective strategies to attract and retain customers.

With this as a starting point, Monolitic together with Nexmachina sought to provide a IoT solution that was not only scalable and flexible, but also affordable and easy to implement.

Solutions



people counting in stores



AI ToF People Counting Sensor VS133



LoRaWAN® Gateway



IoT Cloud Platform



People counters are used to measure different business metrics. While there are many different types of people counters and each model varies in the metrics supported, most people counters will offer some or all of the following metrics, such as footfall, dwell time, heat map, queue management, regional or zone counting, traffic flow, and customer category data including numbers of adult and children differentiation, family, and other groups. By accurately counting the number of people in a space, businesses and venues can optimize their capacities, allocate resources efficiently, and deliver exceptional experiences.



Milesight products and solutions are great candidate to meet the requirements and demands. Milesight VS133 AI ToF People Counting Sensor is a next-generation people counting sensor with an embedded AI algorithm that allows to filter unnecessary counts and distinguish different crowds, greatly improving accuracy and scenario adaptation for optimal performance.

LoRaWAN® offers long-range, low-power wireless communication, allowing the sensor to transmit occupancy data to a central management system or cloud platform. Based on LoRaWAN®, the people counting sensor can be easily deployed, facilitating centralized monitoring, data analysis, and decision-making, empowering organizations to make informed choices for resource allocation and space planning.

The store managers can now have accessible and simple solution for small businesses, discovering the power of people analytics. For example, now they can know if offline and online marketing actions are working well. Also, plan resources and stock, cross-reference visits with tickets sales and many more. As an anonymous solution, the manages can better understand customer behavior and align with privacy policy .

Results

Improving Customer Experience and Measuring Marketing Effectiveness

With historical data and reports, the facility managers can have insights on customer behavior. Based on this, the preferences of customers towards products or promotional events can be tracked and, accordingly, they are able to analyze the store layout and make changes. They can even move specific product groups to different locations in the store catering to customers' preferences.

Optimizing Operational Efficiency via Efficient Stock and Resources Management

Having a successful business means knowing how to adjust costs and manpower optimally to maximize profit. Shop owners can then know precisely when to schedule and allocate staff and know when not to. Having concrete data allows retail professionals to adjust marketing and product strategies, and start making each store location successful.

Why Choose Milesight

At Monolitic, we chose Milesight as our technology partner because of its commitment to innovation, quality and efficiency in IoT solutions. Its wide portfolio of devices, combined with its reliability and ease of integration, allows us to offer our customers easy and high-performance solutions. Thanks to this collaboration, we drive digital transformation in key sectors, ensuring connectivity, monitoring and optimization in industrial and urban environments. With Milesight, we ensure we have cutting-edge technology to meet the challenges of the present and the future.

- Monolitic



About Monolitic

Monolitic is a company with 40 years of experience in the Spanish industrial market, manufacturer and supplier of hardware solutions, electronic components and IoT solutions.

Our value proposition is based on quality, specialized technical support and the selection of leading partners in the sector. We accompany companies in their digital transformation, providing reliable and scalable solutions that boost their competitiveness.


Monolitic Client: About Nexmachina

Nexmachina is a company specialized in IoT solutions. Its expertise in LoRaWAN networks, sensorization and data analytics enables organizations to optimize processes, improve operational efficiency and make decisions based on real-time information.


With a focus on innovation and scalability, Nexmachina offers cutting-edge technology to transform key sectors, driving automation and sustainability in the digital era.




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