**NetRex**
Your third eye

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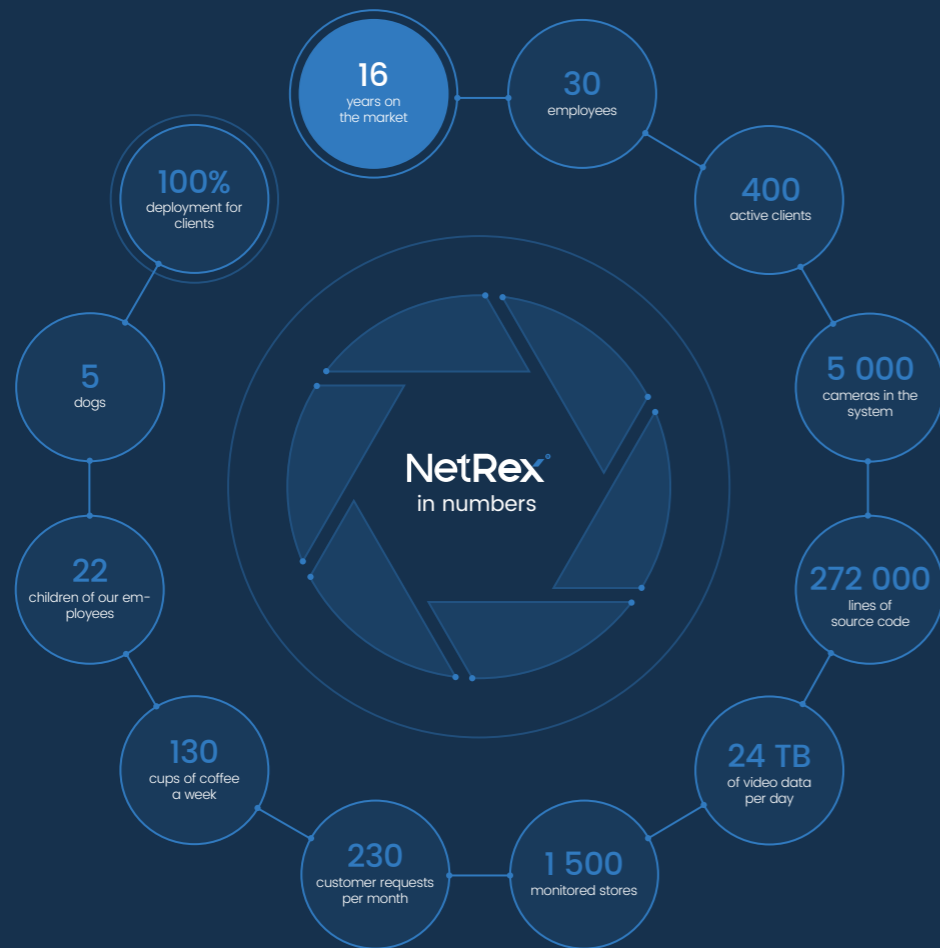**Web:** www.netrex.cz

**NetRex**

# Who is NetRex?

We are a leading **IT company** offering **hosted video** services for **professional installations**. Since 2006, we have been continually exploring and discovering ways to **deploy modern network video technologies** with the ubiquitous internet. We strive to bring new ways to provide security, better control, and increase work efficiency.

We are a Czech company with a **presence and many installations in most European countries.**. We have a **strong development team** and our close cooperation with the leading **IP camera** manufacturer, Swedish company **Axis Communications AB**, allows us to provide operational solutions to fulfill even the most demanding customer requirements. We believe that our services under the banner *"NetRex – Your Third Eye"* will appeal to you as well.

**NetRex**
in numbers

- 16 years on the market
- 30 employees
- 100% deployment for clients
- 400 active clients
- 5 dogs
- 5 000 cameras in the system
- 22 children of our employees
- 272 000 lines of source code
- 130 cups of coffee a week
- 24 TB of video data per day
- 230 customer requests per month
- 1 500 monitored stores

Certification & Membership:

AXIS COMMUNICATIONS
SOLUTION GOLD PARTNER

AXIS COMMUNICATIONS
TECHNOLOGY INTEGRATION PARTNER

ČLEN HOSPODÁŘSKÉ KOMORY ČESKÉ REPUBLIKY

# NetRex Retail Analytics

Analytical panel for easy data comparison (store attendance, transaction data, or conversion rates).

## Just do it smart!

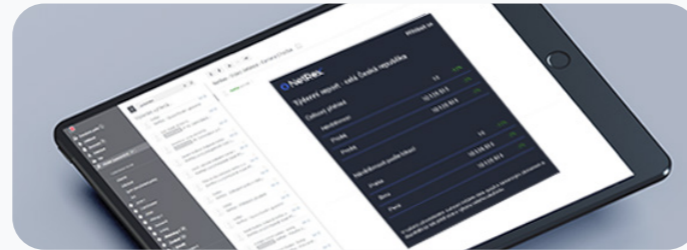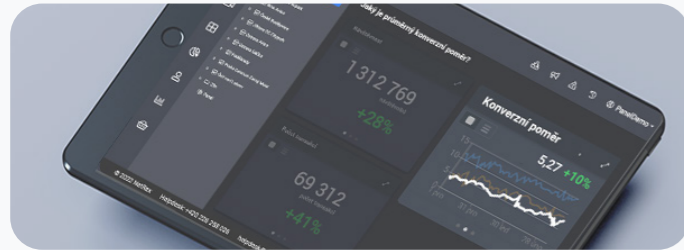# What the analytics panel offers?

### 01 Everything in one place

→ All important data is displayed clearly on the analytics panel.

→ Don't waste time searching for and copying data into tables. Simply open our analytics panel.

### 02 Data comparison

→ A suite of services composed of individual modules. A comparison of various data sources (store traffic, checkout data or conversion rates) is displayed on the analytics panel.

→ You can set up several analytics panels and obtain a view of your entire network of stores or simply one specific area for your regional manager.

### 03 Automatic reports

→ Easily set up which reports you wish to receive and how often.

The latest figures will drop straight into your inbox and you'll keep a constant overview of progress.
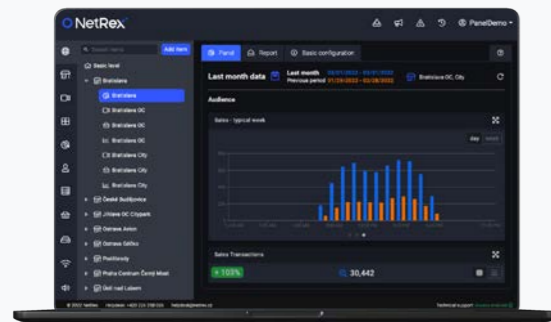
## Individual modules of NetRex Retail Analytics

Data from various sources can be gathered in the analytics panel with the help of individual modules. You can choose modules according to your needs. Here is an overview of the modules currently available.

### 01 Counter modul

A module that provides the number of visitors to a store with high accuracy. This data can be inputted into the analytics panel to provide a comparison between stores. Counter also sends automatic reports via email.

### 02 CashDesk modul

Linking your camera system with your checkout system gives you control of critical cash operations and an overview of business metrics. Thanks to the data provided you can measure one of the most important retail metrics - conversion rate.

### Integration with checkout systems

→ Connecting the surveillance of NetRex Monitor and services of Netrex Retail Analytics results in the ideal combination of the interconnection between the camera world and data of individual stores.

### NetRex development team

→ NetRex is developing further analytics solutions with the help of our in-house development team and through collaboration with leading universities. In the near future, you can look forward to additional data sources and further modules for NetRex Retail Analytics.

# How NetRex solution works?

We pride ourselves on **quality hardware** and services that are practical and have **simple**, **user-friendly controls**.

### High quality cameras

Choose top IP cameras from the leading Swedish manufacturer Axis Communications. We have been using them for all our solutions for more than 16 years and they are very reliable.

### Cloud platform

You can easily connect the cameras and any other network elements to a cloud-based platform that offers complete remote management and many other features.

### Wide range of services

A range of practical services are available on the platform: surveillance with recording, retail analytics, time-lapse video, streaming, reading vehicle registration plates and more.

# What we provide for you:

### The solution proposal

We will build a solution that **suits your needs** using the catalog of our services.

### Installation and training

Our team will **install** everything for you and **explain** in detail how the system **works** and how to **operate it**.

### Support

Our **helpdesk** will help you at any time. In most cases, we can solve the problem remotely without a technician having to come out.

## Would you like to know more?

Do not hesitate to contact us.

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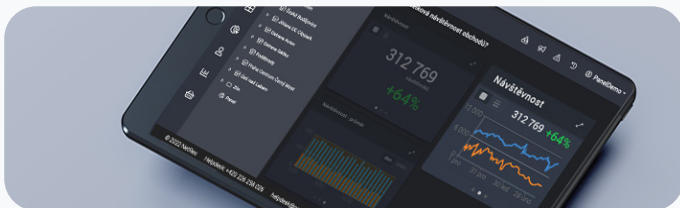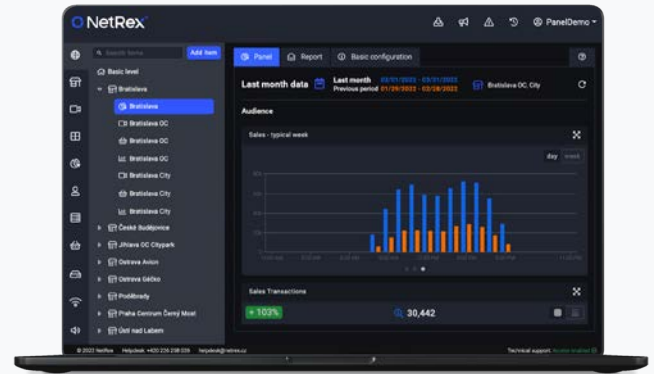
# Modul Counter
# NetRex Retail Analytics

## Why choose the Counter module and what data it provides?

### 01 Learn how many people visit your store and when (STORE TRAFFIC)

→ High accuracy (95-99%).

→ Effective shift planning using real data, not guesswork.

→ Set up automated reports direct to your inbox.

### 02 Work with data in the analytics panels

→ Comparison of the number of visitors to different stores.

→ Select and view different time periods.

→ Ideally used in combination with checkout data – CashDesk module

## NetRex development team

→ NetRex is developing further analytics solutions with the help of our in-house development team and through collaboration with leading universities. In the near future, you can look forward to additional data sources and further modules for NetRex Retail Analytics.

Shop 1
Counter camera

Shop 2
Counter camera

Shop 3
Counter camera

Shop 4
Counter camera

NetRex

Online data view
in web interface

Datasheet
in MS Excel

E-mail
reports

API for
third-party systems

| NetRex Counter | Parametry |
|---|---|
| Pricing | 24,90 € without VAT / month |
| Bulk discounts | Please contact our sales department. |
| Measuring accuracy | 95–99 % |
| Recognizing concurrent passersby | Yes |
| Protect the privacy of passersby | Yes (throughout the duration of service) |
| Website access | Yes |
| Mobile access | Yes |
| Automatic data report | Yes |
| Online connection with MS Excel | Yes |
| Data export | Yes |
| Central data storage | For the period of the service usage |
| Resistance of counting against Internet outages | Yes |
| Continuous surveillance of system functionality 24/7 | Yes |
| Logging of events | Yes |
| Secure SSL access | Yes |
| Event module | Yes |
| Notification of events by e-mail | Yes |
| Subordinate user accounts | Yes |
| Access to system features through the application interface | Yes |
| Customer support | E-mail and telephone (working days 9:00–18:00) |
| Option to purchase enhanced support (SLA) | Yes |

Current service parameters are available at www.netrex.cz.

# Modul CashDesk
# NetRex Retail Analytics

Why choose the CashDesk module and what data it offers?

## 01 Verify important checkout transactions (CONNECTION WITH CHECKOUT SYSTEM)

→ Connect camera and checkout systems.

→ Reduce losses thanks to an overview of suspicious transactions (sales, returns, discounts).

→ Business metrics – average order value, sales.

## 02 Find out how many visitors actually made a purchase (CONVERSION RATE)

→ An overview of your conversion rate and data to improve sales efficiency.

→ Analytics panel for comparison of data from several sites.

→ Motivate managers and staff with regular reviews (it is proven that this leads to better sales outcomes).

## Counter and CashDesk modules

→ Using these two modules together gives you a great tool for calculating your conversion rate - the most important retail metric.

| NetRex CashDesk | Parameters |
| --- | --- |
| Pricing | 15,90 € without VAT / month |
| Bulk discounts | Please contact our sales department. |
| Number of cash registers | 1 |
| Number of cameras linked to checkout system | 1 |
| Display recording filters | Yes |
| Number of filters | Up to 10 |
| How to display data in the analytics panel | Yes |
| How to set time for data storage | Yes |
| Maximum time of storage of checkout data | 2 years |
| Mobile access | Yes |
| Web access | Yes |
| Export data | Yes |
| Automated data reporting | Yes |
| Access to system functions through the application interface | Yes |
| Continuous monitoring of system functionality 24/7 | Yes |
| Secure SSL access | Yes |
| Sub-user accounts | Yes |
| Customer support | E-mail and telephone  (working days 9:00–18:00) |
| Option to purchase enhanced support (SLA) | Yes |

Current service parameters are available at www.netrex.cz.