

# OPTIMIZE YOUR VENUES WITH CISCO MERAKI MV CAMERAS AND SKYFII

Cisco Meraki's MV family of smart cameras integrate directly with Skyfii's location-based analytics and engagement platform, providing organizations with advanced location analytics they can use to improve experiences and operations in their venues.



## Measure Foot Traffic

Gain a highly-accurate count of foot traffic to your venue, and how those visitors move through key areas, like entry/exit points, where they congregate, and the paths they take to get there.



## Measure Visitor Behavior

Measure granular interactions, like where visitors go within a particular zone, how long they spend engaging with particular points of interest, or the amount of time it takes them to move between two points.



## Trigger Real-Time Notifications

Monitor specific areas in your venue, and trigger real-time notifications to staff based on factors like visitor behavior, or the number of visitors in that area.

## WHAT ARE THE USE CASES?

### Improve Engagement

Measure how effective specific points of interest – like product displays, retail zones, or promotional signage – are at driving engagement with visitors.

### Measure Conversions and Abandonment

Count the number of individuals that enter your venue and then correlate that data with transactional data to compare conversion rates across multiple retail locations.

### Improve Queue Times

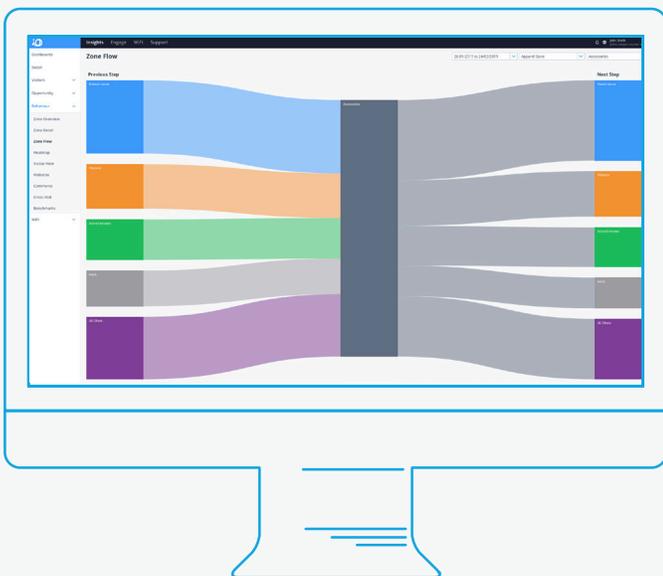
Monitor how much time visitors spend waiting in-line at security checkpoints, retail checkout, or waiting areas, and then measure how improvements impact wait times.

### Optimize Traffic Flow

Identify hot spots, cold spots, and congestion issues in your venue, and measure how changes to layout, signage, and staffing affect traffic to those areas.

### Provide Alerts to Staff

Trigger notifications to security personnel when people are detected in restricted zones, or alert additional staff to assist customers when a certain number of people are present in a specific retail zone.



## SKYFII IO + CISCO MERAKI MV: ADVANCED LOCATION ANALYTICS

Skyfii IO is a location analytics and engagement platform that enables organizations to visualize MV camera data across their venues, and trigger notifications based on that data:

- **Correlate MV camera data** with other data sources from your venue, like weather data, POS transactions, WiFi analytics, and marketing campaigns.
- **Easily benchmark performance** with detailed people counter reports that allow you to compare dimensions like time of day, days of the week, month, and year across time periods.
- **Accurate, real-time reporting** enables you to measure people counting data down to 5-min intervals.