



A1 Counting Solutions Quarterly Newsletter

Counting Matters

Please visit our website: www.a1countingsolutions.com
 Contact Us: (905)669-4095 or toll free 1(800)563-0698 or sales@a1countingsolutions.com

Performance Measurement in a Weak Economy

Today's economic conditions have sparked a range of challenges for retail businesses. One of the first questions retail business owners ask in an economic downturn is "Where can I cut costs?" When times are tough, the natural inclination is to reduce marketing expenditures. You may not have a choice, but you can effectively control where to cut if you know what is and is not working. This means you need accurate data, analytics and metrics to be certain. Blindly cutting marketing expenditure could cause further distress to your retail business.

Everybody in the retailing industry clearly understands the linear relationship between foot traffic and sales. A recent study by Nortech International proved there is a 0.98 correlation between foot traffic and sales.

A1 Counting Solutions Inc. have pioneered cutting-edge and scientific key performance indicators to further analyse and understand the relationships between foot traffic and other 'knowns' in a retail environment. Using 'knowns' such as sales or marketing spend in conjunction with foot traffic, key performance indicators currently used are average spend per shopper, conversion ratio, marketing spend per shopper, sales per square foot, shoppers per square foot, sales vs. campaign opportunity-to-see (OTS) and dwell time to name but a few. In the USA marketers have distilled these down to cost-to-sales ratios as their most important marketing barometer.

The ultimate aim of any retail business is to increase trading density (sales per square foot) which has a direct impact on the overall business revenue. If one buys into the premise that foot traffic leads to sales then marketing plans should have foot traffic at the very core of their strategy. If marketing strategy is congruent with the overall business strategy then setting (and accurately measuring) foot traffic goals should be too. By accurately measuring and achieving foot traffic targets should see consistent turnover being achieved as a retail business begins to build and retain a loyal customer base. This in turn should increase and bring about a sustained growth in revenue.

Our system remains the only counting system in the world to specify count accuracy, which has led to it becoming the benchmark on performance and remains unrivalled in its field today.

WebIT3

The exciting new WebIT 3 software is expected to be released in May 2009. The product is currently undergoing final qualification testing at selected local sites. WebIT3 will feature numerous improvements over Version 2, and offer enhanced site management and reporting functions.

- SQLite platform allowing for faster data transfer and unlimited size databases
- Quicker report generation
- Enhanced online support functions
- Improved analysis reporting per entrance and area

Nortech International launches OCULUS

Oculus is a highly accurate, cost effective overhead People Counter. It detects the movement of people utilizing patented pattern recognition algorithm.

The Oculus features:

- Bi-directional visitor counting
- Low cost, high accuracy
- Non intrusive device
- Seamless interface
- Powerful detection & pattern recognition algorithms.



The design itself compliments modern commercial and retail spaces and is ideal for narrow passages or store entrances with moderate flows of people where maximum performance is required.

A1CS is proud to have sponsored the Western Canada Business Forum 2009 which was held on March 23-25, at the Delta Lodge at Kananaskis just outside of Calgary, Alberta.

A1CS is proud to have sponsored the ICSC Toronto Spring Next Generation Program and Reception which was held at the Pantang Hotel on April 23, 2009.

A1CS exhibited at the Montreal 2009 Quebec Conference on June 16 and 17, 2009 at Fairmont Queen Elizabeth in Montreal, Quebec.

A1CS is sponsoring the Atlantic Provinces Idea Exchange taking place August 11-13 at Hilton Saint John's in New Brunswick.