



Press release

IoT solution for people flow supports retail & smart city

Currently, retailers including supermarkets and banks have a challenge that is quite new to them: How to make sure there aren't too many people in their facility at the same time. Also their clients face a similar challenge: It is best to shop when there are not too many people around.

IoT solutions that implement automatic people traffic and flow measures are the easiest, quickest and safest way to solve this challenge without additional manpower. They measure the number of people in a store - already at the entrance. As Vikram Bhatnagar, CEO of Akenza, a Swiss IoT company based in Zurich explains: «Thanks to our IoT system we can offer airports, banks and retail stores an easy solution to keep their customers and employees safe and their business running in accordance with government measures by automated people counting. People can monitor the optimum time to visit or enter your business with a screen or app view at the premises or online in advance.»

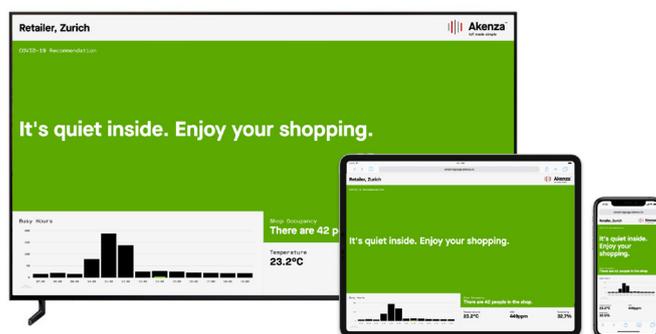
Business benefits of people counting

- Businesses can measure people traffic and flow allowing for them to plan operations better with real data to back up key decision making
- Employee planning and positioning is more calculated based on data and facts rather than assumption and human assessment.
- In the long term the investment pays off. We can plug and play our technology into your system ensuring that you get a deeper and more cost effective value in the long term vs a manual counter or appointed employee to people count
- Space optimisation: overused and underused spaces can be reorganised based on data value. Our IoT system has gathered data for your designated premises allowing you to make informed decisions.

People flow and traffic measuring

Akenza installs state of the art stereoscopic cameras by Xovis, a global market leader that has become a standard in people counting, people flow measurement and in-store analytics. The technology installed covers entryways, shop floors and entire floor plans dependent on the brief. Together with such advanced technology we can measure the number of people automatically and anonymously for a live count in your facility. Configuration is simple and easy, the data is captured by our Akenza Core IoT system and is available for you, your colleagues and your customers via handsets, on screens and on our live app so that you have a live count of the number of people in your facility. The entire solution is fully GDPR compliant and does not capture any personal data. No video stream leaves the cameras.

The movement of customers and employees in your facility is key to ensuring that you meet your business goals and at this particular time upholding public health and safety when social distancing is high priority.



[Read the related Akenza blog post.](#)

About Akenza

Akenza - IoT made simple

Akenza is a Swiss technology provider offering IoT solutions with a wide range of integrated services helping businesses and cities with their digital transformation.

Akenza was born in 2017 to deliver fast, easy and cost effective IoT solutions. Founded by Swiss based digital experts Vikram Bhatnagar and Sascha Smolokovski, Akenza is headquartered in the financial capital of Switzerland, Zurich with teams in Amsterdam, Belgrade, Helsinki and Tel Aviv. In the last three years, Akenza has grown very strongly, currently employing 30 employees.

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The Akenza Core

The Akenza Core, Akenza's key product, is an easy-to-use agnostic Enterprise IoT System designed to help companies and cities build real-time connected solutions. With a simple and secure management of smart devices, connectivity and data, the Akenza IoT system enables rapid market introduction of innovative, digital technologies. It connects millions of IoT devices, delivers commands and collects data. It simplifies device management, data integration and data analysis, enabling device connectivity over industry-standard IoT protocols and supporting both Software as a Service (SaaS) and Platform as a Service (PaaS) implementations.



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