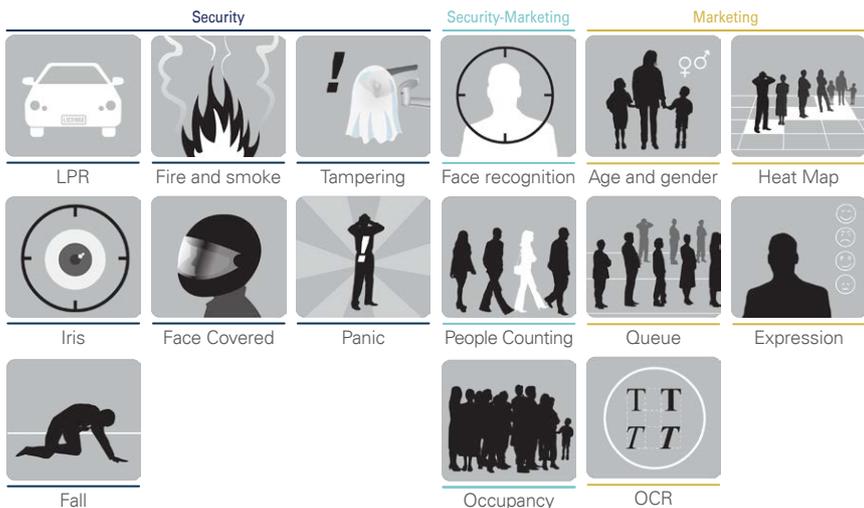




SPECIFIC ANALYTICS
HOTELS

Hotels

ANALYTICS FOR HOTEL SECTOR



Ganetec Global Solutions provides the most efficient tools for marketing analysis through its video analytics such as age and gender recognition, people counting, mapping hotspots and facial expression recognition. In this way and once again ensuring maximum comfort to the client, the establishment can get the most accurate data to generate statistics that help them develop their marketing policies.

Hotels offer various activities: accommodation, garage, exhibitions, room hire for congresses, conventions and banquets, pool, spa, etc.

In short, a range of services open to the public that make it imperative that the hotel counts on the most advanced security measures available on the market.

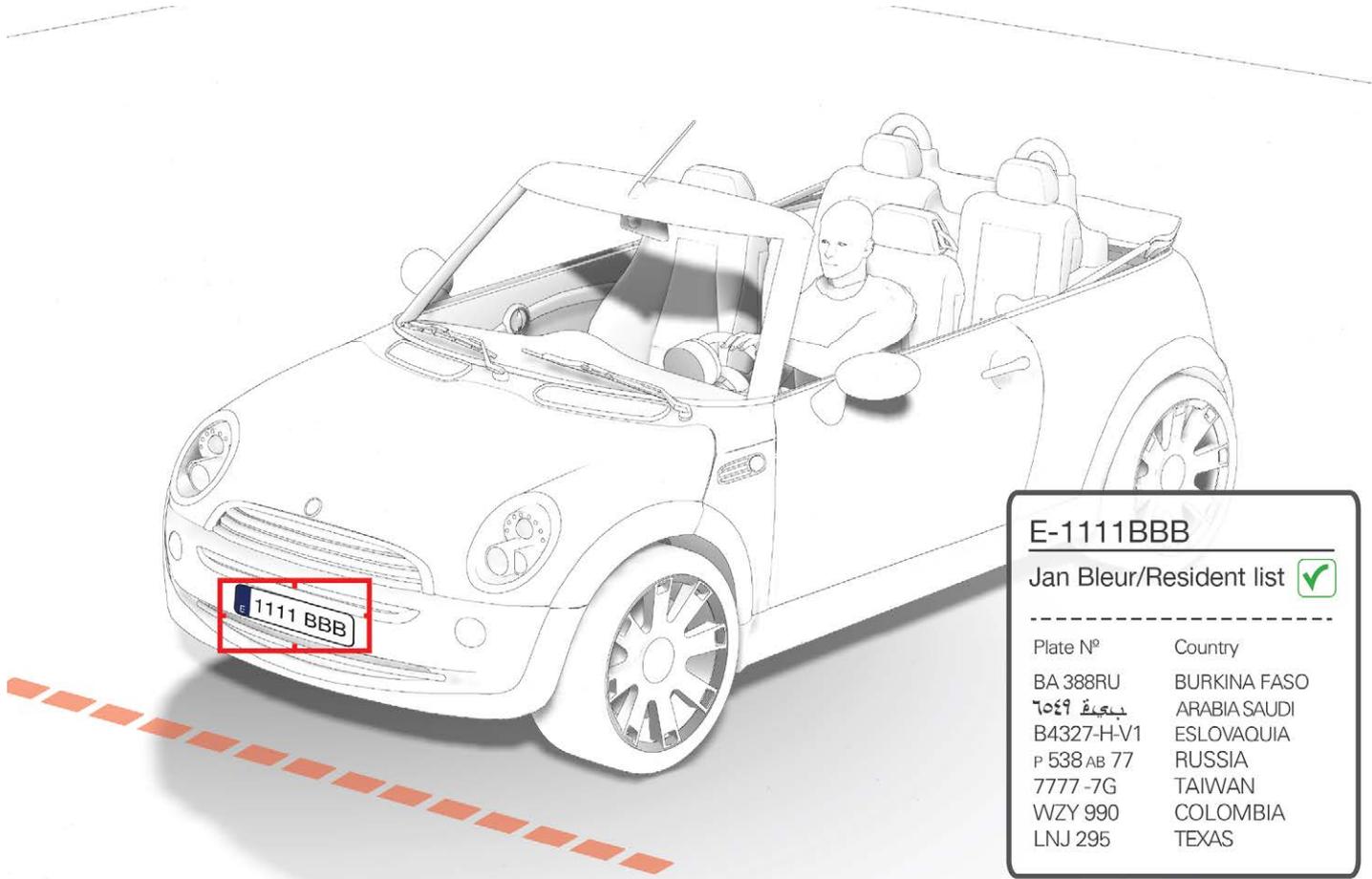
Various video analytics offered by Ganetec help the establishment management to ensure the most effective safety measures and access control in a non-intrusive manner, ensuring maximum comfort for the user of the property.

Currently there are approximately 175 million hotel rooms in the world, so that all property should try to retain customers by offering not only the best services, but the most appropriate for each of their customers.

Scenarios

THESE SCENARIOS REFLECT MANY OF THE ADVANTAGES THAT GANETEC GLOBAL SOLUTIONS CAN OFFER THROUGH BINTELAN ANALYTICS PLATFORM.





SCENARIO 1
SECURITY ACCESS

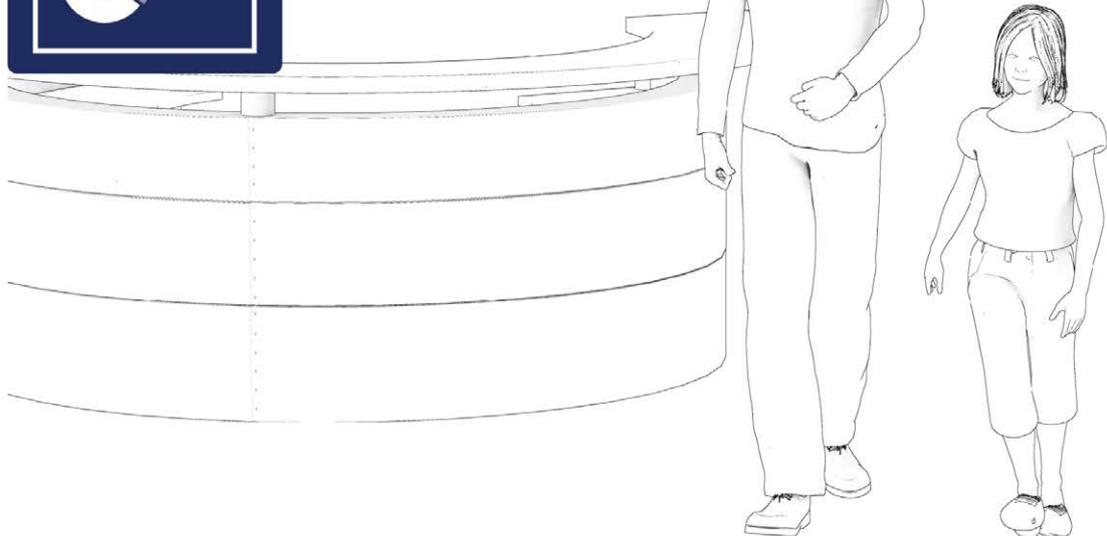
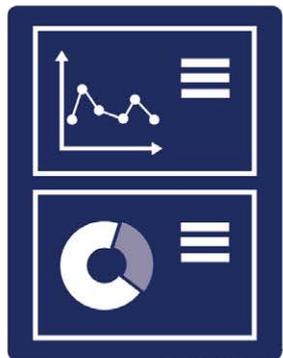
Using the Bintelan® license plate recognition analytic at all times you will be able to recognise and identify the vehicle intending to enter the premises. Whether an employee, a VIP or someone who is denied access.

From the vehicle plate listed in its database, you can have all the relevant information about the vehicle even before it enters the premises.

E-1111BBB

Jan Bleur/Resident list

Plate N°	Country
BA 388RU	BURKINA FASO
٦٥٤٩	ARABIA SAUDI
B4327-H-V1	ESLOVAQUIA
P 538 AB 77	RUSSIA
7777 -7G	TAIWAN
WZY 990	COLOMBIA
LNJ 295	TEXAS

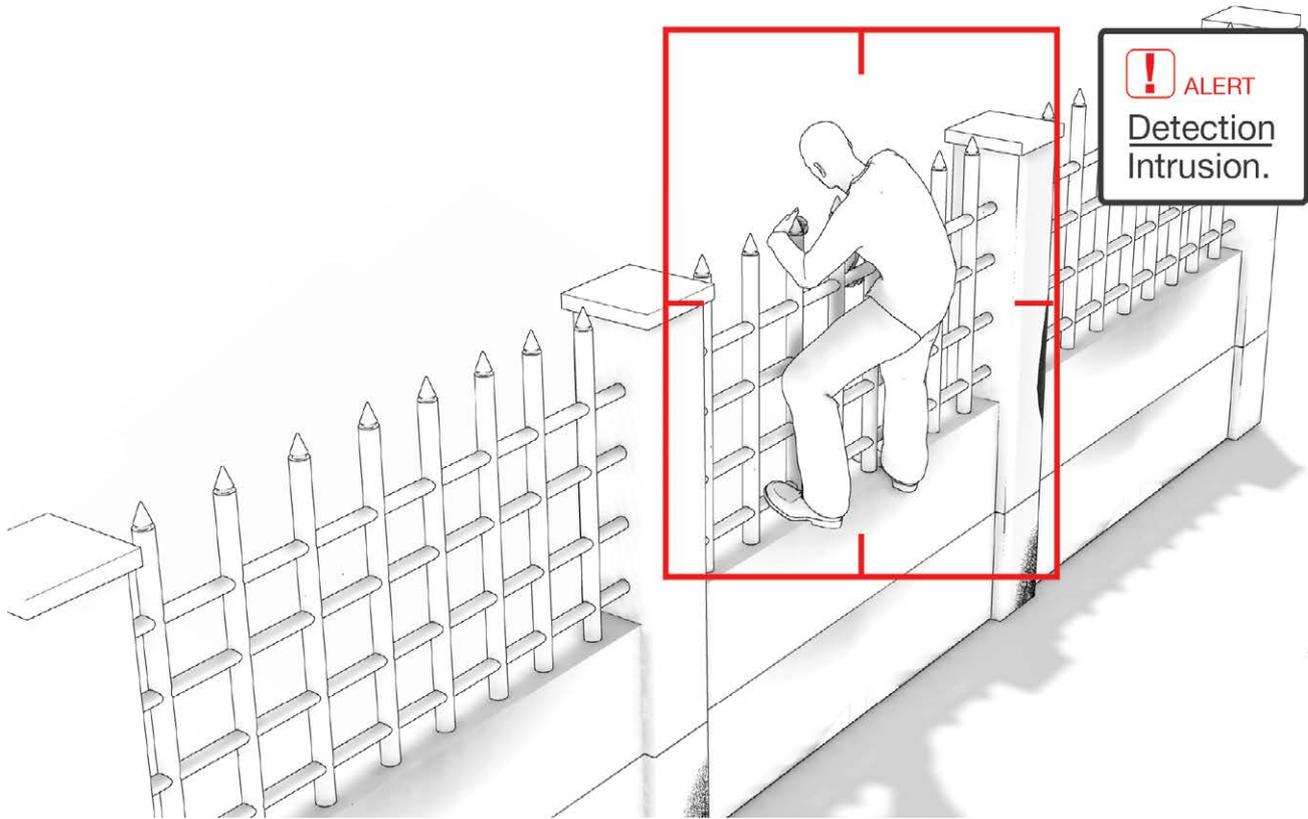


John Doe
VIP list. ✓

SCENARIO 2 FACIAL RECOGNITION IN THE LOBBY

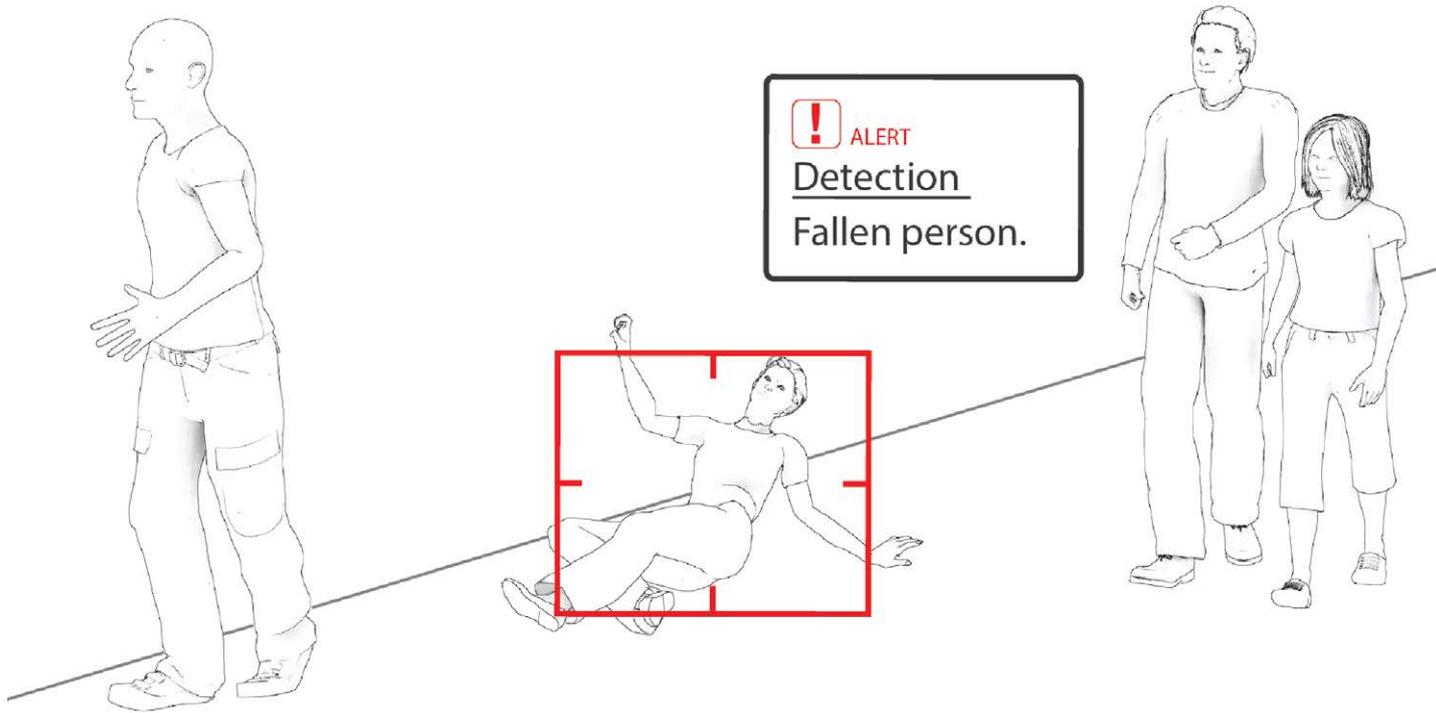
Through our face recognition analytic, management can recognise those people of special interest to the management.

In addition to serving as an important safety tool, if some users have been included, for example, in the list of VIP users, they could be offered their favourite drink while waiting to check in or the process could be speeded up.



SCENARIO 3
**PERIMETER INTRUSION
ANALYSIS IN THE POOL AREA**

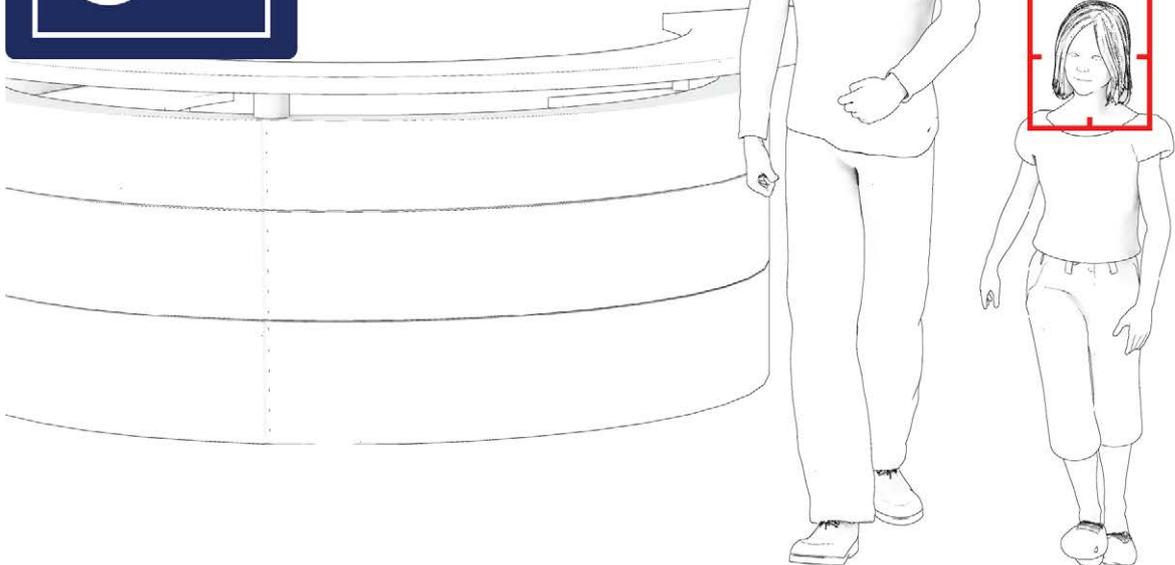
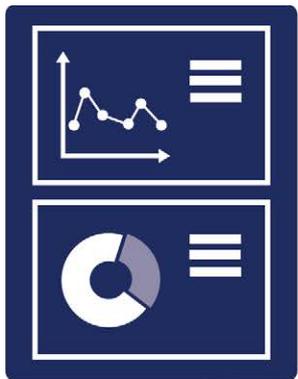
During the hours in which the garden or pool area must remain closed to the public, a perimeter or intrusion analytic would help the hotel security to know in real time if someone, accidentally or not, has entered the closed pool or garden area.



SCENARIO 4
PERSON FALL DETECTION

It is necessary for the management of public service establishments to ensure the physical security of their users, so they do not suffer any accident and have the means to respond as quickly as possible if this occurs.

Our person fall detection analytic helps to recognise when someone has had an accident, fallen to the ground and was not able to get up within a certain time.



Detection
Gender: male
Age: 20-40

Detection
Gender: female
Age: 5-15

SCENARIO 5 MARKETING ANALYTICS AT THE ENTRANCE OF RESTAURANTS

In addition to these security measures, it is important for an establishment to be open to the public so its knows its customers as well as possible and thus can offer its services customised to the individual, so they feel "at home".

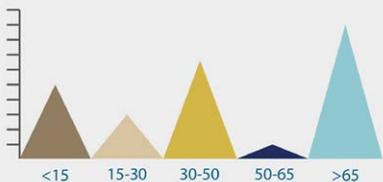
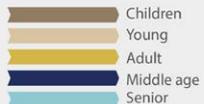
Using our analytic to recognise age and gender, situated at the entrance of the establishment, for example at breakfast time, you could know (by combining several analytics), exactly the number, times of entry, age and gender of the people who come and adjust offers to the tastes of customers.

TIME FRAME Weekly Nov 19/25, 2014

VISITS

Total Visits 99 ● 80%

Visits by age

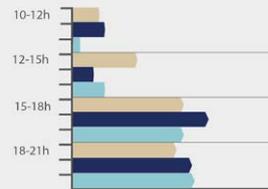
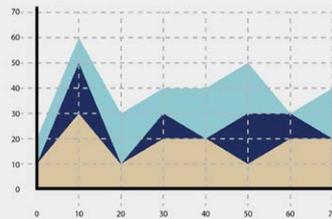


TIME FRAME 19 jul 2014 - 21 jul 2014

VISITS

Total Visits 169 ● 60%

Visits for day



STATISTICS

Taking advantage of the already installed security system, the product allows you to add marketing analytics, which make a study of the behaviour of individuals in order to extract the best stats, fully focused on the tastes and habits of consumers company, for the promotion and marketing. These Business Intelligence stats can generate a comprehensive forecasts that will change the habits of employees to deal with potential problems in an area of business or at critical moments.

These analytics can also be used to activate certain advertisements at specific times to reach the visitors in accurate way.



GANETEC
global solutions

Bintelan® Business Intelligence Analytics is an Analytics Platform able to boost any VMS in the market, increasing their effectiveness and offering new security and marketing solutions to improve the management of your company.

On a security level, Bintelan® provides more than 45 different analytics modules from face, objects and plate recognitions to counting, traffic analytics, amongst many others, in order to prevent any unlucky event that may happen.

On a marketing level, Bintelan Analytics Platform will offer the possibility to recognize any of your customers and create your own reports through statistics and the most advanced Business Intelligence and Big Data tools to implement the most advanced marketing strategies focused on the client in the most direct way.

Bintelan® is an unique Analytics Platform in the market that unifies all your analytics in a single interface allowing an easy configuration and management of the system. Moreover, through the Cloud version you can have access to the platform and manage everything remotely from any location.

Bintelan® is a Ganetec Global Solutions brand that nowadays provides video analytics solutions to 27 countries in 5 continents.

The development of new video analytics solutions and HPC consulting are the two main areas in which Ganetec Global Solutions is divided.





GANETEC
global solutions

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