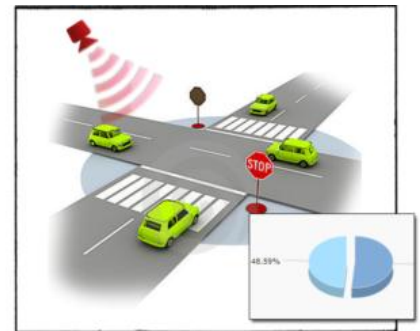




*APP- the fastest way to start your people counting business!*

Dealership option



## 1 WWW.REPORTLOG.IN

Dear partner,

Company ZASLON TELECOM d.o.o., has developed portal [www.reportlog.in](http://www.reportlog.in) which enables worldwide  partners to expand their business quickly and profitably. Customer counting and other analytics has experienced huge industry growth in recent years and the demand will only increase. As a rule of thumb, the lower the ratio visitor/buyer is the more people counting analytics is necessary. In other words, stores where actual sales come from minority of visitors need, beside sales figures, additional data to understand and properly manage their business. Shopping malls, furniture showrooms, and other non-groceries markets are prime example where people counting system must be installed.

## 2 WHY APP?

APP solution is completely web based solution and enables you to offer your clients the people counting solution instantly, without additional expenses and time consuming programming custom made solution.

The [www.reportlog.in](http://www.reportlog.in) portal is pre-designed to accommodate any language, and its administration module enables you to simply add your customers.

All you need to do is to install RIVA hardware where your client wants to count visitors, and connect it to the portal [www.reportlog.in](http://www.reportlog.in) via web. Your client will be able to start reading reports and prepare other vital analytics the very same day!

## 3 PRICES

### 3.1 DEALERSHIP PRICES

All partners are required to pay one time initial connection fee and small monthly maintenance fee thereafter. Beside the initial connection fee and monthly maintenance fee, there is absolutely no cost or limitations for portal usage. Similar people counting solutions can cost up to several thousand Euros per entrance, so the introduced prices will ensure our partners to have a substantial price edge over the competition. For exact pricing, please use the contact form (please, specify the initial number of connections and yearly plan): <http://www.reportlog.in/ContactForm.aspx>.

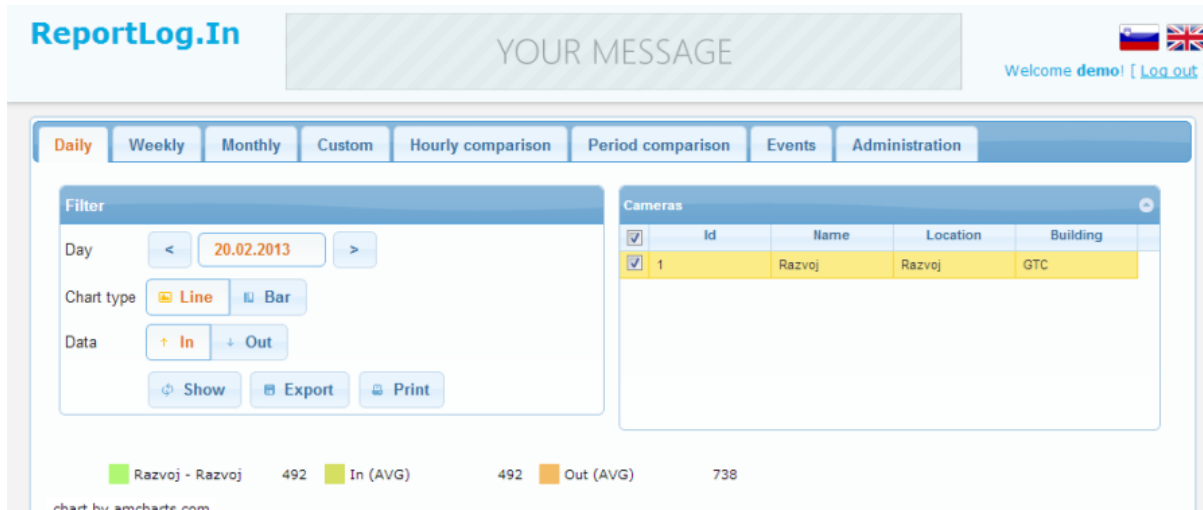
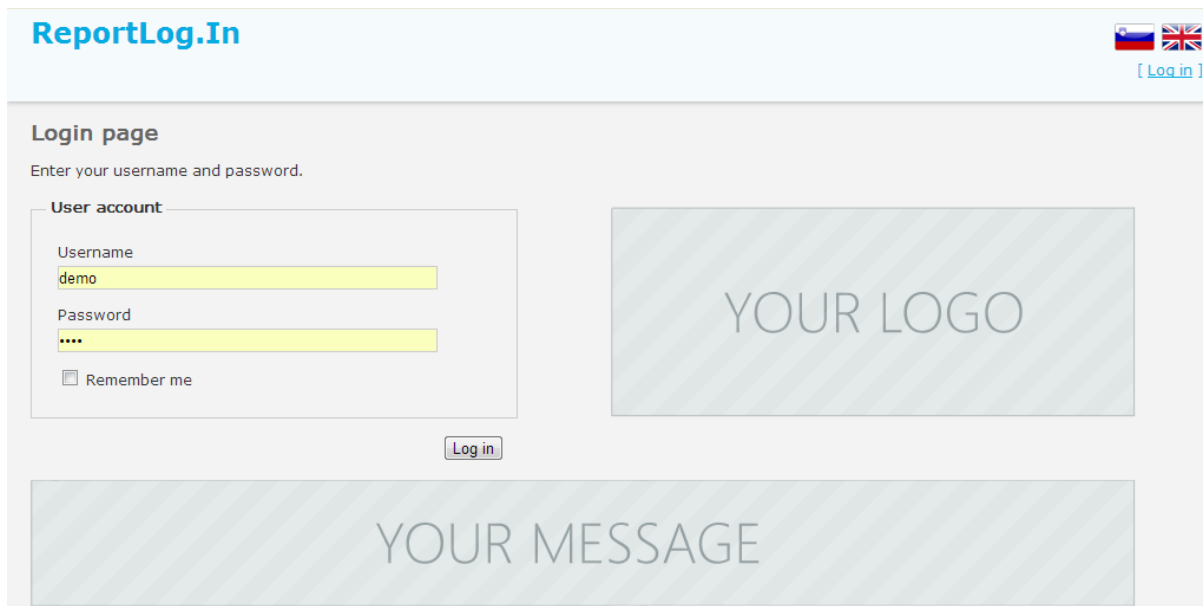
### 3.2 END USER PRICES

ZASLON TELECOM d.o.o. does not dictate end user prices and it is up to each partner to set them up.

## 4 PERSONALIZE YOUR APP PORTAL

APP portal gives our partners an opportunity to add company's logo and other tailor made materials to secure part of the portal.

Examples:



## 5 CASE STUDIES

### 5.1 IN STORE PROMOTIONAL ACTIVITIES

When should stores organize in store promotions? It depends when there are the most visitors. APP portal enables managers to predict the exact day and hour for promotion to be most effective. There is no point in spending valuable human and financial resources for events that are poorly visited!

## 5.2 NUMBER OF SALESPERSONS

Too many salespersons on the floor brings unnecessary expenses, too few will result in lost sales. APP portal enables managers to calculate just the right number of salesperson to optimize their business.

## 5.3 ADVERTISING

Sales figures only tell half of story, when it comes to advertising. APP portal enables marketing department to closely monitor the impact of advertising. Increased number of visitors is usually the first indicator that advertising campaign has been successful. Additionally, real time result tracking, gives the managers opportunity to quickly modify the campaign, if the result is below expectations.

## 5.4 BUSINESS HOURS

Does it make sense to open or close an hour early? APP portal enables managers to compare the estimate of “lost” sales with additional expenses of having store open.

## 5.5 OUTSIDE FACTORS

The weather could have huge influence on the number of customers. APP portal automatically records local weather conditions and allows managers to look at historical visitor figures to determine how future weather conditions will affect their business.

# 6 FAQ

1. Q: I would like to offer APP solution to my client, where do I start? A: First step is to contact us (contact information is below in chapter 6.) so we can discuss the specific details.
2. Q: I do not have a hardware supplier, where can I find one. A: depends from which country you are coming from, but we suggest you to find authorized RIVA dealership. You can always contact Rivatech HQ at [www.rivatech.de](http://www.rivatech.de).
3. Q: Is APP the only solution for visitors' video analytics? A: There are many solutions, but as far as we know, it is the only one that allows independent businesses to use it.
4. Q: Can my logo be displayed in APP portal? A: Yes! When your client will log in, your logo and other promotional messages will be visible.
5. Q: Why can't I just make my own portal? A: You can. But we believe it is not cost effective. Our company puts huge resources to make APP the best solution there is. By becoming an APP partner, you will be always a step in front of competition.
6. Q: can your company be trusted? A: Our Company has been in business for over 20 years, and each year we increase the number of employees as well as revenues. With no financial obligation and sound finances, we have earned top “AAA” grade from independent evaluation company GVIN.

## 7 CONTACT INFORMATION

Please, do not hesitate to contact us for further information and/or to set up an account. You can use web application form or contact us by other means:

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## 8 APP SCREENSHOTS



**Table 1.1** arrivals / departures per hour

04.01.2013 14:00	552	563	191	A5 - Vhod (desno)	94	A1 - Vhod		2
04.01.2013 15:00	618	560	232	A5 - Vhod (desno)	109	A1 - Vhod		3
04.01.2013 16:00	596	577	165	A5 - Vhod (levo)	119	A1 - Vhod		3
04.01.2013 17:00	534	543	167	A7 - Vhod	55	A1 - Vhod		1
04.01.2013 18:00	491	552	164	A7 - Vhod	46	A1 - Vhod		1
04.01.2013 19:00	353	476	123	A5 - Vhod (desno)	40	A1 - Vhod		0
04.01.2013 20:00	45	140	17	A5 - Vhod (levo)	7	A5 - Vhod (desno)		-1
04.01.2013 21:00	6	9	5	A7 - Vhod	0	A5 - Vhod (desno)		-1

**Graph 1:** weekly arrivals / departures

