



BUSINESS

# Activity Analytics

+1



# Manage and Monitor

## YOUR BUSINESS STRATEGICALLY

Business Activity Analytics is a new way to manage your business and protect your properties using your business cameras. By creating and using rules around movement or group gatherings, business owners can transform the way they protect their business and gather information to make informed decisions.



### Occupancy Tracking

Use virtual tripwires to determine total net occupancy at any given time with multidirectional counting and get alerts when occupancy is too high

#### RULE IN ACTION

Anthony, a concert venue manager, enables the occupancy tracking rule to help his team adhere to the venue's fire code max capacity limit during a concert. Before the show begins, Anthony uses the Alarm.com app to confirm with the coordinator that they are under capacity by 2%.



### People Counting

Draw a tripwire anywhere within the property to count how many people cross that invisible line **in one direction**

#### RULE IN ACTION

Olivia is managing the relocation of the frozen foods section in her grocery store. She enables the people counting rule at the entrance of the new aisle to count the number of people who walk through that aisle to help her determine if the relocation was successful.



## Heat Mapping

Draw a ground zone to track and visualize where people spend the most time within an area during a specified date and time range

### RULE IN ACTION

John, a store owner, used a heat mapping rule to monitor the effectiveness of a retail display. He sees that foot traffic at the display has declined and updates the display to renew customer interest.



## Crowd Gathering

Draw a ground zone and count how many people are in the defined area at any given point and get alerts when too many people gather in a defined area

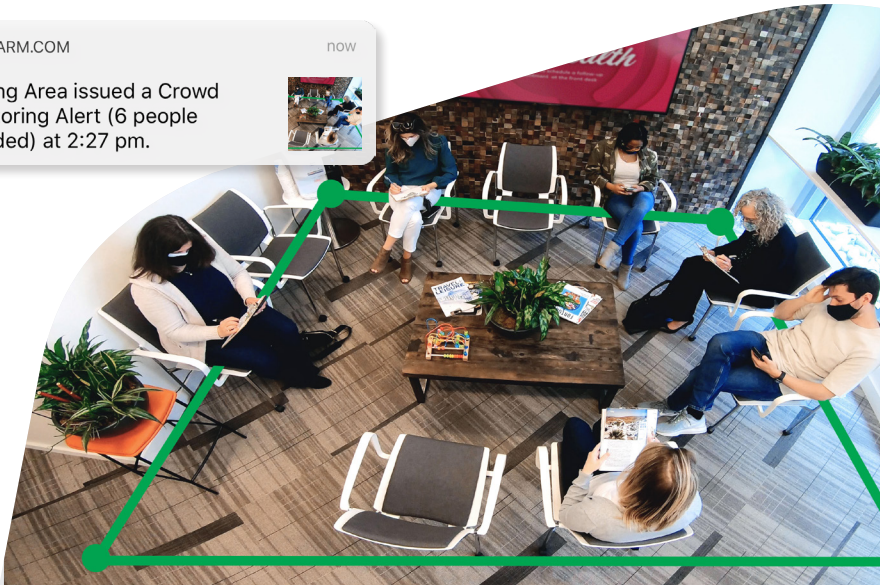
### RULE IN ACTION

Emma, a health clinic manager, creates a crowd gathering rule during walk-in hours to monitor incoming traffic and ensure regulatory compliance. When a crowd gathers in the lobby, Emma notifies the administrator to help form a socially distanced line and disperse the crowd.

ALARM.COM

now

Waiting Area issued a Crowd Monitoring Alert (6 people crowded) at 2:27 pm.





## Queue Monitoring

Draw a ground zone to count how many people are in a defined area and measure their average wait time and get alerts if the queue length or average wait time exceeds preset limits

### RULE IN ACTION

Sara, a grocery store manager, creates a queue monitoring rule to monitor customer wait times across 12 checkout lanes. When an influx of customers arrives and wait time increases, Sara receives a notification and opens two more checkout lanes to speed up the checkout process.

## Compatible Cameras



Indoor 1080p  
Wi-Fi Camera  
with HDR  
(ADC-V523)



Outdoor 1080p  
Wi-Fi Camera  
with HDR  
(ADC-V723)



[alarm.com/business-security-camera](https://alarm.com/business-security-camera)

Copyright © 2021 Alarm.com Incorporated. All rights reserved. Alarm.com and the Alarm.com logo are registered trademarks of Alarm.com Incorporated.