

## Counter Management

The Counter Manager provides for the electronic collection of the count data by receiving the radio signal from each wireless counter and then storing that data in an internal database. The traffic data may then be collected centrally via a TCP/IP connection. The Counter Manager is configured to either push a periodic XML file or allow a central server to pull the data.

LAN connectivity of the device is achieved by assigning a static IP or DHCP. Just a few Counter Managers or even thousands may be managed centrally or locally using Counting Technology's proprietary **TrafficFlow™** software.



### Key Features

The Counter Manager has many unique capabilities that enable the streamlined transfer of data to and from various store-level environments.

- Choice of integrated receivers including 418 MHz, 900 MHz, or 2.4 GHz
- Manages the data for up to 100 counters
- Communicates via Ethernet (TCP/IP) and/or serial port
- Data Logger with 15,000 record capacity (*i.e. 2 counters every 30 min for 6 mos*)
- Dynamic HTML web server shows current readings & an administrative interface
- Event based alarms by callout or email with interval times of 1 minute to 7 days
- Push connection to other hosts using TCP/IP to external servers via XML
- An internal modem may call out to a central server if connectivity is limited
- Configured locally or centrally for easy installation

### Description

The Counter Manager is simply a combination receiver and integrated data web server. The device receives error-checked data packets from Counting Technology's wireless counters, processes the data, and makes it available for download. A browser-based interface allows for easy installation so the date, time, interval settings, DHCP, and static LAN IPs may be configured. The Counter Manager communicates using either TCP/IP and/or serial protocol.

The Counter Manager can initiate a connection to a host web server at regular intervals and deliver (via HTTP Post) XML files. The XML files contain the count records and event alarm information. The XML files are then easily posted to a database using **TrafficFlow™**, and ready for integration with POS, payroll, or other data. This mechanism makes it possible to quickly install the Counter Manager on any LAN and behind any firewall.

### Installation, Maintenance & Support

Leave it to us! Retail Research maintains a national team of experienced, technically superior installers to ensure rapid and smooth installation of hardware and software at any number of locations. From tens to thousands of stores, we provide on-site installation, on-going maintenance, full-service project management, and complete technical support.

