

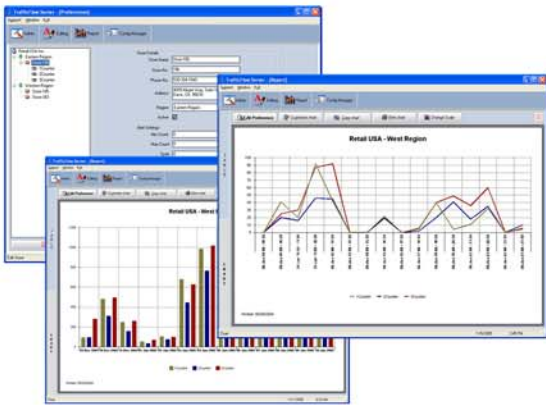
Integration & Analysis Software

From one to thousands of locations, Counting Technologies has data management software to ensure the greatest ROI from traffic counting. **TrafficFlow™** software provides a complete solution for the automated collection, integration, and analysis of count data.



TrafficFlow™ Server

TrafficFlow™ Server provides the small and mid-sized retailer a user-friendly yet sophisticated administrative tool to automate the collection and reporting of traffic data. The basic features of **TrafficFlow™ Server** include:



- Simplified data query and editing tools with automated scheduling of report printing, emailing, and exporting.
- MS Access database back-end for either local data collection and reporting, or automated transfer to a central server over TCP/IP.
- Flexible exporting tools for the integration of count data with POS, payroll, or other data.
- Complete data adjustment and re-calculation tools to improve the raw count's accuracy with actual visitor traffic.

Our proprietary **TrafficFlow™** applications perform the necessary database-level integration that allows raw count data to be seamlessly uploaded to a corporate data center from any of remote environment.

TrafficFlow™ Enterprise

TrafficFlow™ Enterprise is essential for centralized communication and administration of hundreds or thousands of locations through a streamlined transfer of count data and powerful administrative tools. **TrafficFlow™ Enterprise** provides accurate visitor traffic reporting across differing store technology and network configurations.

TrafficFlow™ Enterprise is built on a robust .NET foundation, and includes:

- The communication protocol to transfer settings and count data to each location from the central server.
- The database integration tools for large databases to store count data prior to integration with POS, payroll, or other data.
- An administrative interface for streamlined management of the Counter Managers, such as applying company-wide, region-wide, or store-level preferences.
- **WEB REPORTING** - Automated creation of Internet web pages with tables and charts of store, region and company-level traffic. Each manager logs in to access their own store's daily, weekly, and monthly traffic, as well as benchmark their store against regional and company averages.

