



Telstra Spatial Insights™

Retail

Gain data driven insights about your retail space with Telstra Spatial Insights™.

Telstra Spatial Insights™ is a data driven video analytics solution which provides your business with secure and ethical data to understand how your spaces and environments are being used. These near-real time insights help enable evidence based operational and strategic business decisions.

Leveraging cutting edge internet of things (IoT) technology and artificial intelligence, this professionally designed and installed solution utilises machine learning models to autonomously collect near-real time accurate data. Understand your spaces, traffic, occupancy, visitation, dwell time and more.

Analytics and reports on your spaces are readily available in an easy-to-use web-based portal. Deep-dive and compare data by location, time and more to get the insights you need. APIs can also be provided for integration with your existing dashboards and systems.

Key Features



Data you can trust

Harness the power of AI and machine learning models built on Deep Neural Networks, which counts people, objects, and vehicles with more accuracy and reliability than traditional methods such as infra-red beam counters.



AI Ethics

Telstra proudly participated in the AI Ethics pilot project lead by the federal government and incorporated these 8 AI Ethics Principles into Telstra Spatial Insights™.



Privacy & Security

Protect your customers privacy with full-body and face blurring on source images and aggregated and anonymised data at the edge. No Personally Identifiable Information (PII) is recorded or stored.



Flexible and Scalable deployment

Utilise your existing camera network for Telstra Spatial Insights™ (subject to sales assessment) or purchase cameras directly from Telstra as apart of the end to end solution.



Data Sovereignty

Rest assured that your data is securely stored and hosted onshore in Australia with Microsoft Azure Cloud Servers.



Easy to use web-based reporting

Splice, aggregate, and compare your data with the Telstra Spatial Insights™ portal. View a snapshot of your site or download reports, all in one easy to use dashboard.



Security Accredited Technicians

Our professional installation technicians hold the appropriate security licences for all relevant states and territories and have been vetted by the Australian Federal Police.



Integrations via APIs

Embed Telstra Spatial Insights™ data into your existing systems or reporting suites through APIs.

How Telstra Spatial Insights™ can benefit your organisation:



Data Driven Insights

Make data driven decisions about your retail space with near-real time insights. Understand your spaces occupancy, visitation, dwell time and more.



Improve Customer Experience

Transform the way your customers experience your stores with insights on queue lengths and timings, product placement opportunities and merchandising.



Insight-based store improvements

Understand how customers move and interact with your store. Use these insights to inform stores layouts, checkout locations and improve staff rostering.



Marketing Return on Investment

Improve effectiveness of your marketing campaigns and promotions by observing changes in store foot traffic and in-store demand. Optimise and iterate in near-real time.



Store to Store performance comparisons

View performance of stores across different locations or states. From whole stores to individual product stands, compare ongoing utilisation and understand how each aspect of your stores is functioning.



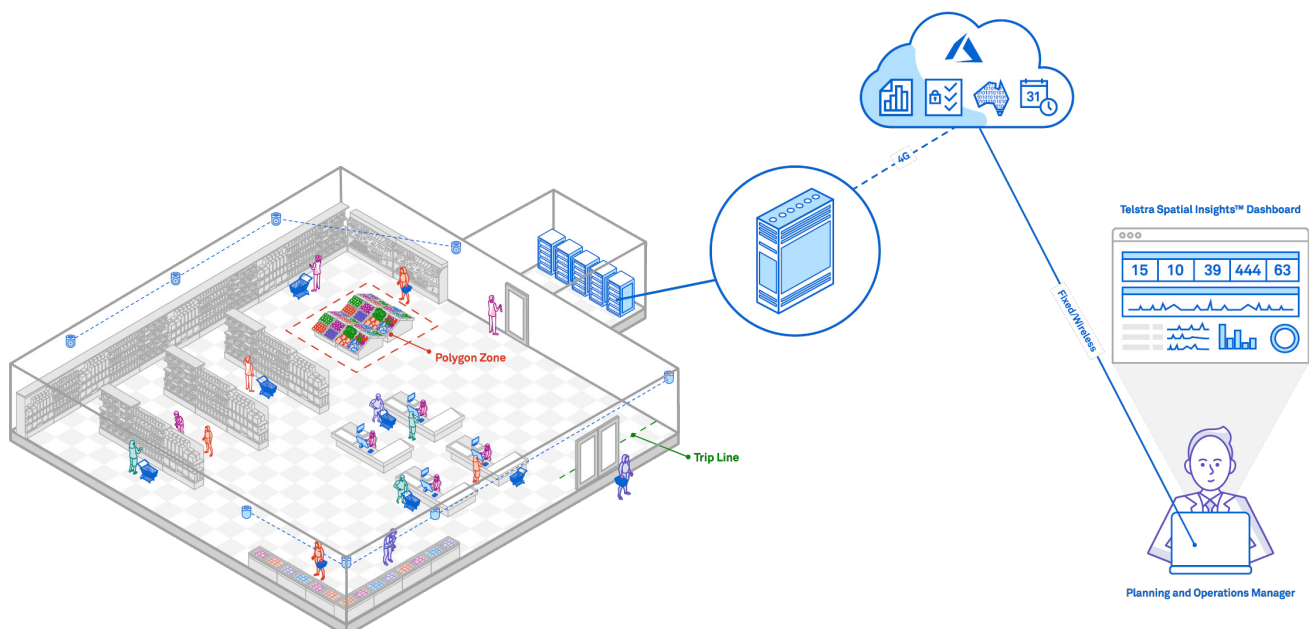
Cost effective, continuously collected

Data captured is automated and continuous meaning more data at a lower cost to you when compared to manual counting methods. Minimal sensors are required as the cameras have a wide field of view, reducing hardware and maintenance costs.



How does it work?

1. Telstra will work collaboratively with you to understand your objectives, your space and plan how Telstra Spatial Insights™ can be implemented to help meet your needs.
2. A series of cameras are mapped to the area that you want to gain insights from. These cameras are connected to an Edge Compute device which is set up on site. For outdoor installations, an external enclosure will be installed to house the Edge Compute device.
3. Our professional installation partner will send a fully licenced technician to your premises to set up and configure the devices, helping to ensure connectivity is established end to end. Your own cameras may also be used, subject to sales assessment.
4. Once set up, the devices run autonomously. Count data and other analytics on your space are collected. The video feed is discarded immediately, so that no personal information is collected.
5. The data can be accessed on the Telstra Spatial Insights™ portal, with detailed reports and dashboards available. Integration via API into your existing reporting tools is also available.



Hardware



Camera

The camera-as-a-sensor is used to capture a high quality video feed which links into the Edge compute device

Your own cameras may also be used, subject to sales assessment.

Edge Compute Device

The Edge Compute device is set up on site to process vision feeds from the camera, extracting count data and other analytics. The video feed is discarded immediately and only the aggregated anonymised data is sent to Microsoft Azure Cloud Platform.



Outdoor Enclosure Box

The enclosure box is used to house the Edge Compute device and is required for all outdoor installations. The antenna allows the processed data to be transmitted to local cloud servers over the Telstra 4G mobile network.

Licences

Licencing

There is a monthly software fee for each camera and a hardware licencing fee for each compute device. Your total monthly cost will be calculated based upon your final solution.





Why Telstra



Australia wide professional installations

Our installation partners will provide expert design, implementation and maintenance services to support you every step of the way.



Australia's largest mobile network

Your Telstra Spatial Insights™ solution has access to the largest 4G coverage of any Australian network covering 2.2 million square kilometres and reaching 99.4% of the Australian population.



Telstra Purple

As Australia's largest technology provider, Telstra Purple can help bring together your Telstra Spatial insights™ needs to actualisation such as custom dashboards or bespoke Artificial Intelligence (AI) models.

We're excited to announce that **Telstra Spatial Insights™** has been awarded the **IoT Analytics Innovation Award for 2023** at the IoT Breakthrough Awards.



Terms & Conditions

Telstra Spatial Insights™ is only available to business and Government customers with a valid ABN/ACN/ARBN and is subject to a Telstra sales and product assessment review to confirm site suitability.

All sites must have suitable Telstra Mobile Network coverage that enables the solution to send and receive data. To check coverage, visit telstra.com/coverage.



Speak with your Telstra Sales Representative to learn more.

 telstra.com/spatialinsights

