



## GLOBAL RELEASE OF THE IVIDEON ANALYTICS CLOUD SOLUTION, A MULTI-FUNCTIONAL VIDEO ANALYTICS SERVICE FOR OFFLINE BUSINESS

**March 11, 2021** - Ivideon, a global rapidly growing Cloud VSaaS company, has released their cloud-based end-to-end analytics service. This service will aggregate video surveillance data from points of sales and services, allowing business owners to better analyze consumer behavior in real-time.

Allied Market Research has valued the global video analytics market at \$4,102.1 million and predicted a 22.7% compound annual growth rate (CAGR) of the market over the next seven years. According to the research company, the growing demand for cloud video surveillance and increase in the volume of video data are the main factors contributing to this growth. Around the world, CCTV cameras generate over 850 petabytes of video data every day. The implementation of AI and machine learning technology into video analytics is also contributing to this growth. Video analytics solutions are already being actively used and developed in a number of major business segments, including retail, medicine, logistics, financial services, and industry.

Ivideon developed Ivideon Analytics, an end-to-end cloud video analytics service, in response to general market trends and consumer demand. This solution will combine the existing Ivideon analytical modules into a single dashboard, displaying information on the number of visitors, their gender and age and the presence of face masks. Additionally, this service will recognize regular and new visitors and calculate average visit time, customer conversion, average time for customer conversion and new visitors share, as well as compare data by dates.

*"A building materials store experienced a significant drop in revenue over two months. An analysis of video data and cash transactions at the point of sale revealed that the frequency of purchases in the store decreased by 19% among women, who are the primary consumers in the decor category. Two months ago, the store moved a promotional display stand, which had a direct impact on the level of sales. By returning the stand to its place, we managed to restore sales to its previous level,"* **says Zaur Abutalimov, Ivideon Product Director.**

The Ivideon Analytics face recognition feature helps prevent fraud by creating "blacklists" of potentially dangerous store visitors and warning administrators or security officers in advance. Additionally, Ivideon Analytics has anti-fraud functionality that monitors suspicious cash transactions.

The cloud model of Ivideon Analytics does not require expensive equipment, software, installation, or integration, meaning that even small businesses can take advantage of the service. The system is activated by connecting Ivideon Analytics to one or several cameras of any brand. The solution supports 98% of the equipment on the video surveillance market, with costs beginning at \$42 per month.

For large retail chains, Ivideon Analytics offers solutions that create "stores of the future" by providing additional modules, such as shelf analysis, to automate the merchandising work.

Ivideon offers direct access to data via API, which allows businesses to integrate the solution into any corporate business system. All data collected by various parameters are displayed in the dashboard.

*“Today, more than 1,000 retail companies rely on Ivideon. Moreover, many companies are already actively using our video analytics services. Evidence shows that facial recognition technology can help retail stores reduce losses from theft and fraud by up to 60% and cut payroll costs by 25%. Ivideon Analytics offers a variety of digital solutions to uncover new opportunities in marketing analysis, such as personalization of consumer behavior, understanding the mechanisms of the retail space, and Customer Journey Map analysis. Computer vision technology from Ivideon will provide transparency for any offline business and allow you to see and analyze information that is not accessible to humans. Ivideon currently occupies 2/3 of the cloud analytics segment for business in Russia. Now, our new solutions will facilitate further growth and an increase in the foreign sales share,”* **says Andrey Yudnikov, CEO and founder of Ivideon.**

#### **About the company:**

**Ivideon** is a rapidly growing Cloud VSaaS company. Founded in 2010 Ivideon serves all vertical markets. Over 5 million customers from more than 100 countries around the world currently use the service. Ivideon clients include major international corporations, governments as well as SMBs and home users. Video data collected by the service is securely protected and geo-distributed to 15 TIER 3 data centers.

Ivideon technology and product offerings include live video surveillance from any device for real-time monitoring, motion & sound detection, smart reports and notifications, detailed data on the foot traffic, face recognition, queue detection, thermal measurement, ANPR, video wall and many others.

<https://www.ivideon.com/>

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