

// we transform for the better



Give me an F! Give me a Q! Give me an M!

FQM – Frequency Measurement as a Service
from K-Businesscom.

FQM, the new abbreviation for transparency and efficiency. With FQM – Frequency Measurement as a Service from K-Businesscom, you receive a highly effective instrument for measuring your customer and visitor traffic with GDPR-compliant data collection – all from a single provider. Smart, flexible, future-proof. Anywhere you need to know about customer flows and behavior.

POS or POI: FQM is the solution.



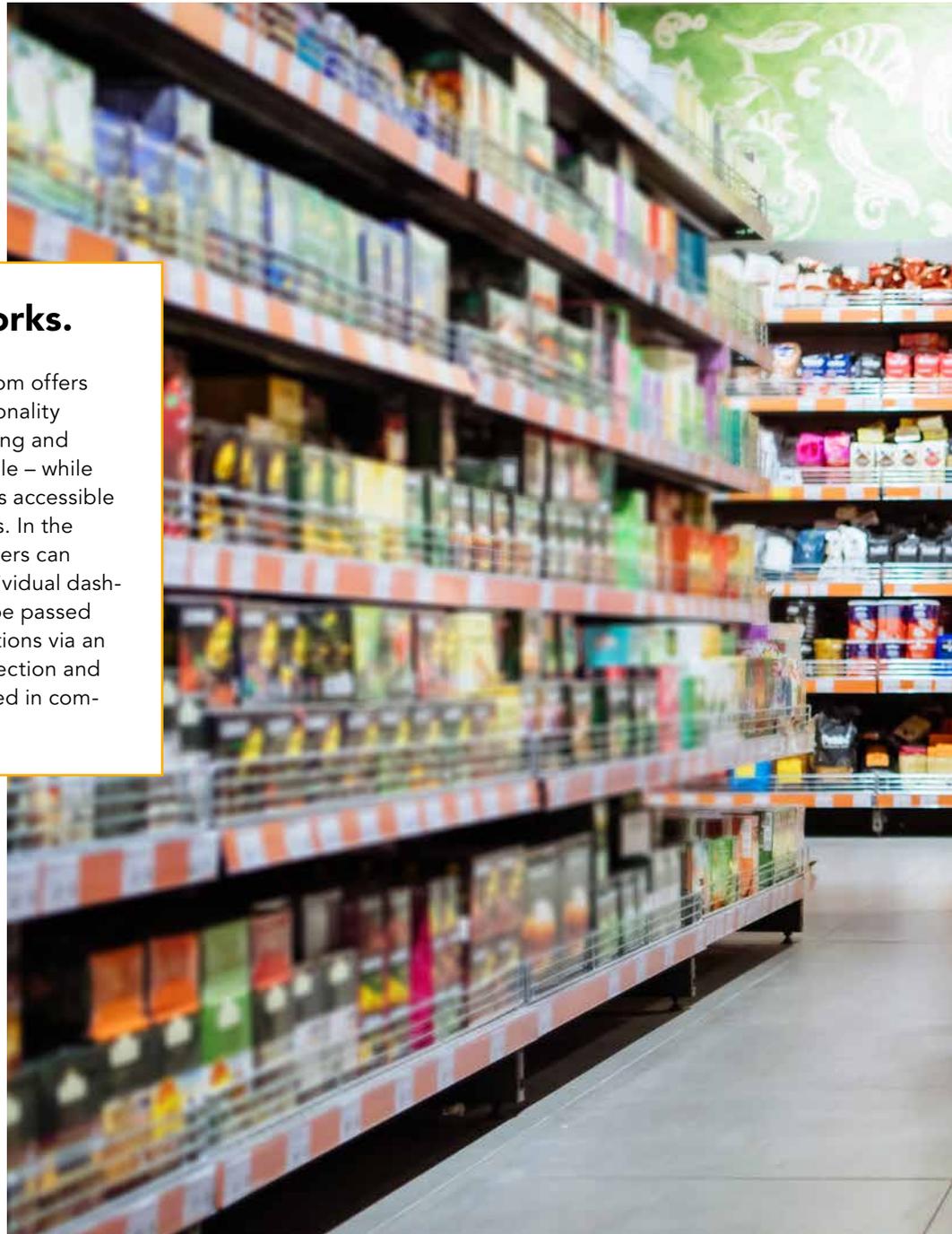
F for Flexibility, Q for Quality, M for Management.

FQM – Frequency Measurement as a Service from K-Businesscom.

K-Businesscom (KBC for short) sheds light on the behavior of your customers. According to the motto of "Know your customer," FQM provides you with an innovative and highly efficient solution for learning more about the behavior of your customers. For example, in order to improve the targeting of marketing measures at the POS or POI. With FQM, you know when, where and how many customers enter, how long they spend at a certain location and how long they dwell at promotional displays and similar information points. Customer counts, dwell times, times of day. And all of it secure and GDPR-compliant. Suitable for a small-scale solution or a global concept for international players with a large network of stores.

How FQM works.

FQM from K-Businesscom offers all the necessary functionality and features for recording and analyzing flows of people – while ensuring that the data is accessible only to authorized users. In the KBC Cloud Platform, users can configure their own individual dashboard or the data can be passed to downstream applications via an interface. The data collection and analysis are implemented in compliance with GDPR.





FQM in store-based retailing.

Tracking data just as with online retailing.

With FQM, brick-and-mortar retailers gain insights that are just as valuable as the tracking capabilities of online retailing and can be used to optimize the shopping experience and improve sales figures.





FQM for trade fairs, shopping centers and outlets.

A steady eye on large or complex facilities.

FQM brings you important insights and data about visitor traffic, helping you respond to your particular situation in order to optimize sales strategies and visitor flows.





FQM for restaurants, events and museums.

Measure the traffic flows and interests of your guests.

Eliminate waiting, optimize capacity utilization, manage peak hours, maintain an overview: Whether indoors or outdoors, FQM is the ideal instrument to help you evaluate the effectiveness of your concept.

➔ www.k-business.com/fqm



FQM for bank and insurance company branches as well as smart offices.

Better planning for more efficient self-service and service offerings.

FQM is the optimal solution for tracking visitor traffic, calculating conversion rates for comparison between the self-service and service areas and recording the time spent waiting at checkout counters, automated service points and information terminals. Armed with this information, you can effectively adapt to the specific situation, customers and employees at a given point of sale.



Measure. Analyze. Optimize.

- ➔ **Data you can act on – in-store vs. online retail:**
Data on visitor traffic in promotional zones obtained with FQM allows brick-and-mortar retailers to optimize the shopping experience.
- ➔ **Analysis at shopping centers and branch locations:**
Implemented marketing measures can be evaluated on a per-store basis or across all stores, with the goal of improving revenue through targeted measures.
- ➔ **Identifying improvement potential:**
Measuring visitor traffic across all stores in a highly secure and GDPR-compliant way opens up new and highly targeted possibilities for optimization.

Technical features.

- ➔ Interfaces to optical 3D sensors, floor plan display, division into zones and shops for an intuitive overview
- ➔ Premade widgets allow all relevant data, such as zones of interest, dwell time, capacity utilization, etc., to be visualized and compared at the click of a mouse
- ➔ Administrative features such as sub-client separation and user management enable accessing of precisely the data required
- ➔ Professional sensors and data processing in compliance with GDPR for true 24/7 deployment
- ➔ High-availability cloud infrastructure in a secure, certified data center in compliance with ISO/IEC 27001 standards
- ➔ With a highly customizable dashboard, you always have a reliable view of all relevant visitor data, ready for exporting in CSV format



The information about your visitors is displayed in a simple, intuitive and organized way. Based on this data, you can evaluate your level of success to identify and optimize the effectiveness of recent POI marketing measures.

1

FQM in store-based retailing.

Tracking data just as with online retailing.

3

FQM for restaurants, events and museums.

Measure the traffic flows and interests of your guests.

2

FQM for trade fairs, shopping centers and outlets.

Keep a steady eye on large or complex facilities.

4

FQM for bank branches, insurance companies and smart offices.

Better planning for smart offices as well as self-service and service offerings.

Partnering with K-Businesscom – Your benefits:

- Competent project support for POS/POI optimization from a single provider
- Scalable expandability – just right for any application
- Transparent pricing for predictability and budget integration
- Future-proof and GDPR-compliant solution thanks to the KBC Cloud Platform
- Integration of frequency measurement and other IoT sensors
- KBC experts are at your side from the initial consultation through the planning, installation and smooth operation of your solution, all according to our usual end-to-end approach

FQM? It's more than just an abbreviation, and we would be happy to offer you more detailed information in a personal conversation.

Send an email to info@k-business.com

→ www.k-business.com/fqm