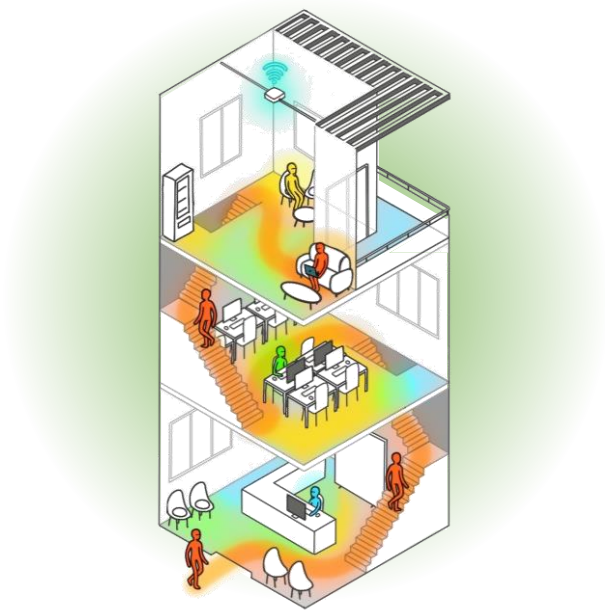


WiTrace by Foot Analytics

A human-centric approach



White Paper | April 2022



About Foot Analytics

Foot Analytics is a Barcelona-based tech company whose goal is to provide the physical world with quality analytics insights on footfall, real-time occupancy and human behaviors

Foot Analytics was founded in 2013 by Miquel Gummà, the company's CEO, and the late Akira Taniguchi Faixó, the company's former CTO. Both with wide expertise in the technology and telecommunications industry, Miquel and Akira identified a business opportunity in the commercial analytics field: they noticed that, while online customer journeys and behaviors were already exhaustively datafied, the same did not happen in the offline world, namely in physical stores and venues. This led to the idea of creating a company that could help businesses datafy the in-store customer experience, and provide quality analytics insights on footfall, real-time occupancy and human behaviors in physical spaces. Eight years later, Foot Analytics is already a reference in the analytics field, using a proprietary Wi-Fi tracking technology to collect data from more than 4.000 Access Points belonging to more than 1.500 venues, distributed across 13 countries, located in Europe, Middle East, North America, and South America.

With its headquarters in Barcelona and a strong presence in the European market, Foot Analytics has already partnered with more than fifty relevant players in the retail, real estate, automotive and transportation industries, providing them with valuable insights that helped them optimize their marketing campaigns, increase sales, and improve their operational efficiency, among many others. Given its 100% Plug & Play and fully remote operating model, Foot Analytics can provide its services at a global level, what fueled its quick expansion in international markets. Lately, the company has been turning its focus to the operational analytics field, helping facility managers and other stakeholders make workplaces more efficient, safe, productive, sustainable, and employee-friendly by providing them with data-driven insights on the utilization of office spaces and human behaviors, which they can use to make better decisions and take actions. This led to the creation of a new product and services offering: WiTrace by Foot Analytics!

Miquel Gummà
CEO & Co-Founder

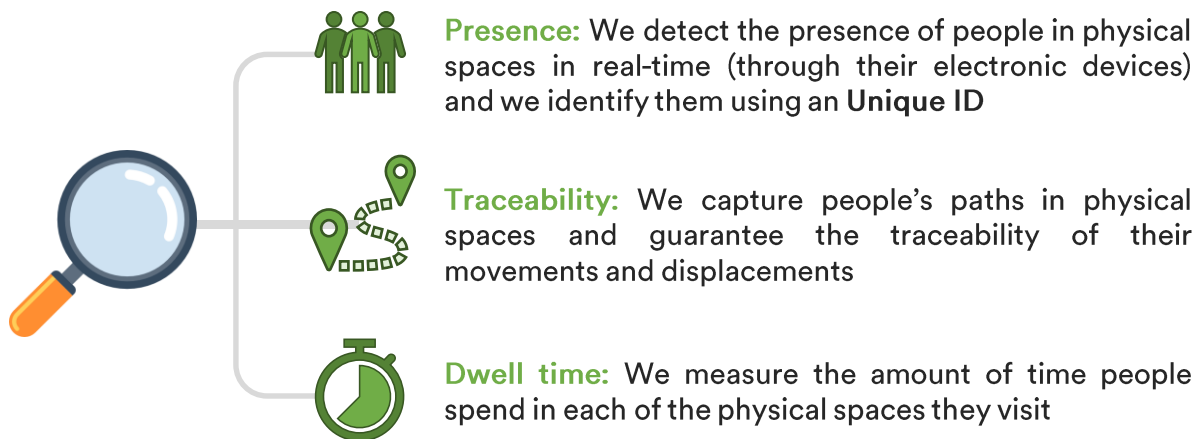
Jordi Mas
COO & Managing Partner



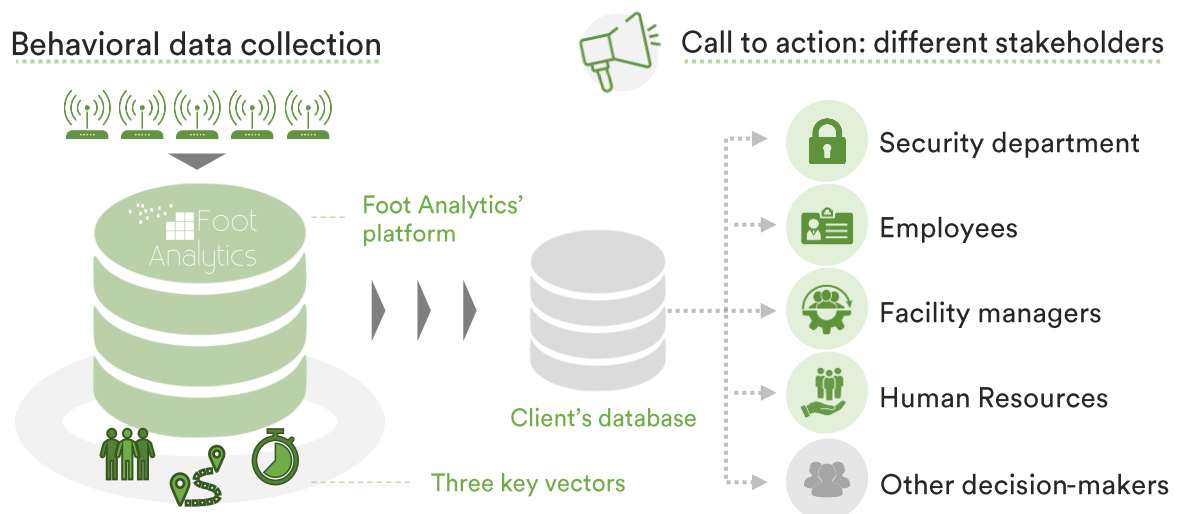
Powered by Foot Analytics

Our Approach

We provide facility managers with valuable insights on the utilization of office spaces and human behaviors, based on three key vectors: presence, traceability and dwell time



We collect this data using our Wi-Fi tracking technology, empowering our clients with data-driven insights they can use to make decisions and take actions



Use Case #1

Employee time tracking

We help you track the time employees spend working with a 100% automatic solution, allowing for reliable and complete employee timesheet reports

Key Vectors



Presence



Dwell time

Key Stakeholders



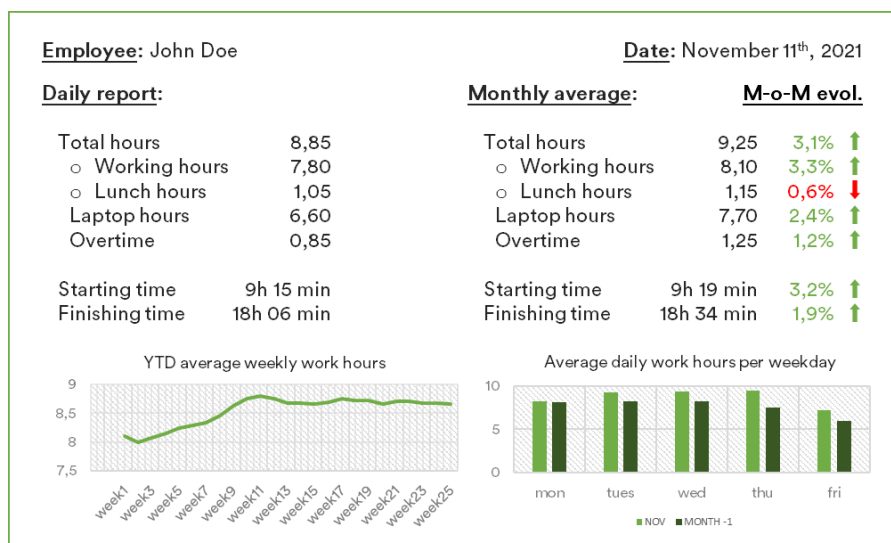
Human Resources

Value

We create employee timesheet reports that include the work starting and finishing times, total working hours, work breaks and overtime.

This is done through an automatic process that relies on a passive system which guarantees accuracy and reliability without any effort from the employee's side (e.g. no need to manually register hours and submit timesheets) nor from the employer's side (e.g. no need to supervise or control hours).

Timesheet report



Use Case #2

Visitor registration & journey traceability

We help you sign-in visitors at your workplace in a swift, touch-free way, tracking their visitor journeys from entry to exit

Key Vectors



Presence



Traceability

Key Stakeholders



Facility
managers



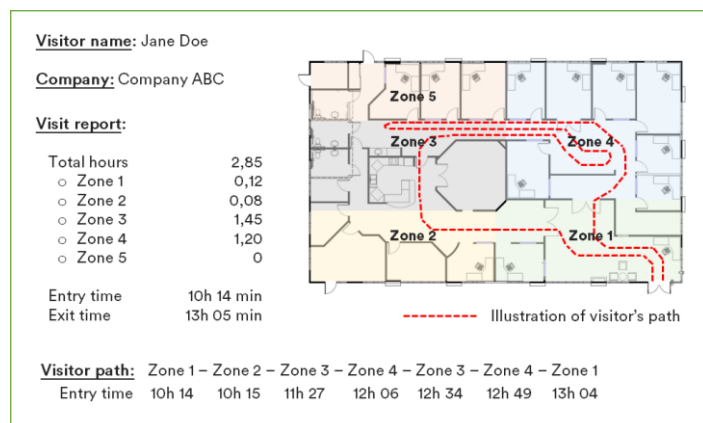
Security
department

Value

We allow visitors (e.g. contractors and other external providers) to quickly sign-in and out of a building using their own smartphone, by simply scanning a QR Code. We also create visitor journey reports that include entry and exit times, total visit hours and visit hours per zone, and full visitor path with indication of entry times in each zone.

Facility managers and the security department can also receive alerts in case visitors enter a space that they are not supposed to visit, or if any unusual or suspicious behaviours are detected. This functionality is useful to audit the undertaking and quality of maintenance, inspection and other compliance tasks that are carried out by external providers, or for forensics purposes, in case criminal activity has been reported.

Visitor registration & visitor journey report



Use Case #3

Smart occupancy

We provide you full visibility into the occupancy of a space in real-time, ensuring a safe office environment and compliance with COVID-19 regulations

Key Vectors



Presence

Key Stakeholders



Facility
managers



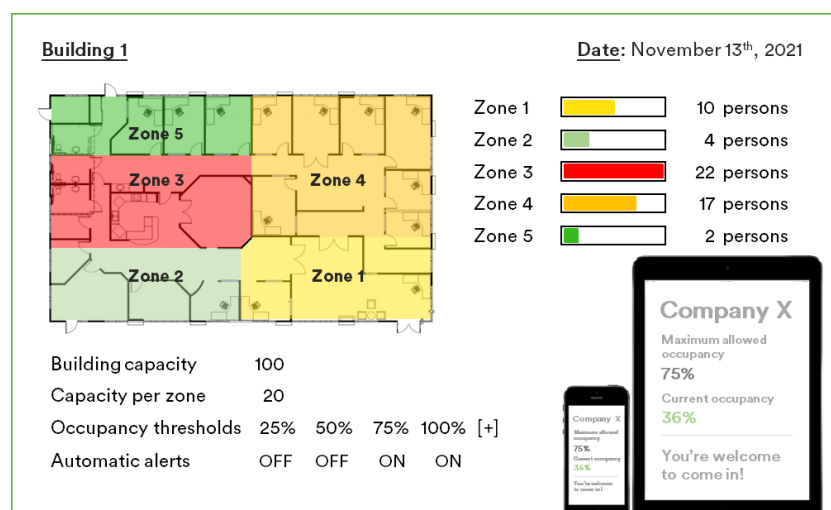
Employees

Value

We detect and monitor a building's occupancy levels in real-time. Additionally, different building zones can be defined, each with a different occupancy threshold, and automatic alerts can be sent out to the building's operators in case the occupancy level surpasses these thresholds in any of these zones.

We can also deploy digital signage displays throughout the building, informing employees on the space's real-time occupancy levels and indicating whether it's safe or not to enter a space. This information can also be consulted via a corporate mobile app.

Real-time occupancy



Use Case #4

Space utilization

We help you gain visibility over the utilization patterns of a space, giving you insights on how to optimize the space's layout and maximize its value

Key Vectors



Presence



Dwell time

Key Stakeholders



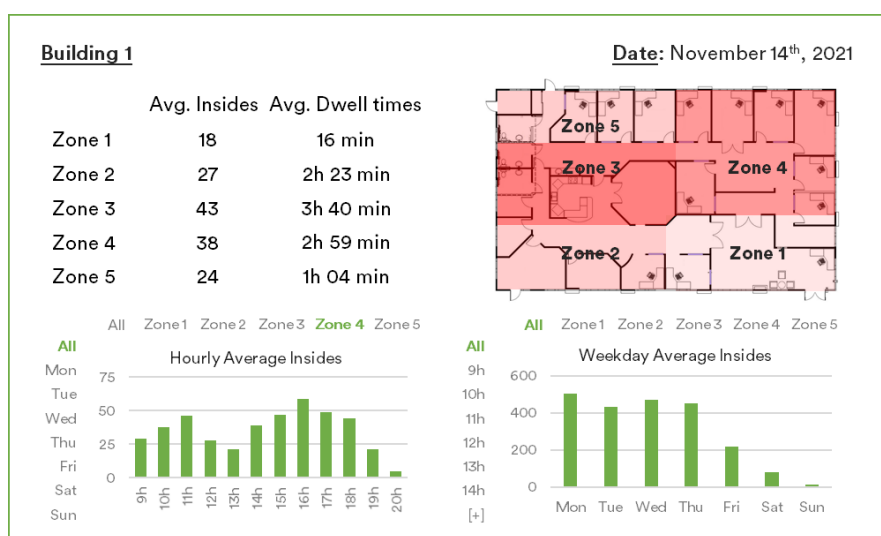
Facility managers

Value

We provide you with visibility over a building's historical utilization patterns, presenting you with data regarding the number of individuals that went inside certain physical spaces or zones over determined periods of time, and for how long they have stayed in such areas.

This data is useful to detect chronic "hot spots" or bottlenecks, better manage remote work practices, and to optimize a building's layout, maximizing its value.

Space utilization



Use Case #5

Predictive maintenance

We help you keep track of the usage and condition of spaces and equipment, using data-driven methods to proactively trigger maintenance tasks

Key Vectors



Presence



Dwell time

Key Stakeholders



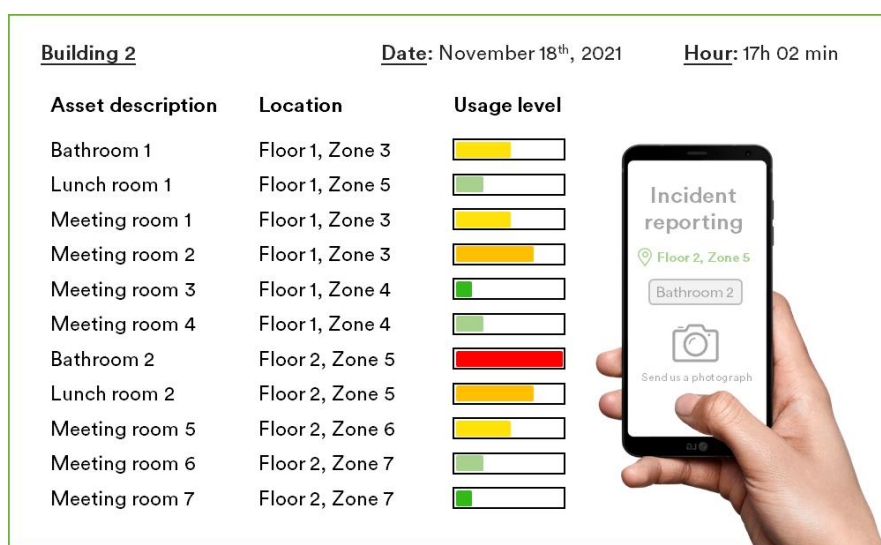
Facility managers

Value

We monitor a building's usage continuously, namely of bathroom facilities, meeting rooms, lunchrooms, and other shared spaces, using such data to proactively trigger maintenance activities, thus reducing the likelihood of equipment failures, minimizing the disruption of normal operations and extending the building's lifespan.

A corporate app can be used to report incidents detected by employees, pinpointing the exact location of the incidence using indoor location.

Predictive maintenance



Use Case #6

Cleaning service optimization

We help facility managers plan the cleaning team's daily work based on the real usage of each physical space ($\sum Presence \times Duration$)

Key Vectors



Presence



Dwell time

Key Stakeholders



Facility managers

Value

We help you optimize cleaning services by (i) giving you full visibility over the total number of usage hours per physical space, (ii) helping you allocate your cleaning team's hours to such physical spaces, and (iii) auditing and comparing the originally planned cleaning hours with the actually executed cleaning hours per physical space.

Planning & audit reports

November 3rd, 2021

Total Exposed Hours: 9.476

Cleaning Team: 5 people

Total Hours: 40 hours

Total Usage Hours per Floor



■ Floor 1
■ Floor 2
■ Floor 3
■ Floor 4

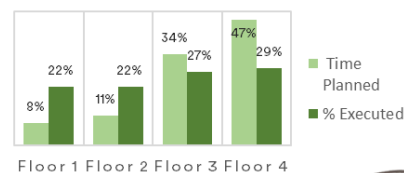
Zones	Usage (hours)	Planning (hours)
Floor 1	773	3,3
Floor 2	1.045	4,4
Floor 3	3.223	13,6
Floor 4	4.435	18,7
Total	9.476	40

November 4th, 2021

Total Exposed Hours: 9.476

Cleaning Team: 4 people

Total Hours: 36,5 hours



Zones	Planned (hours)	Executed (hours)	Difference (hours)
Floor 1	3,3	8	4,7
Floor 2	4,4	8	3,6
Floor 3	13,6	10	-3,6
Floor 4	18,7	10,5	-8,2
Total	40	36,5	-3,5

Use Case #7

Meeting room booking optimization

We provide you a full understanding of how meeting rooms are being utilized, streamlining room booking and release in real-time

Key Vectors



Presence



Dwell time

Key Stakeholders

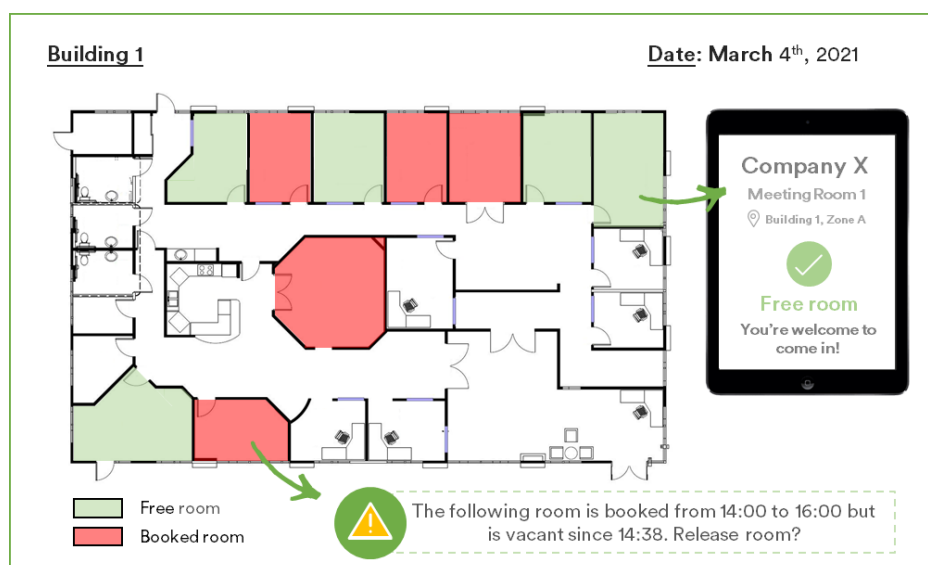


Employees

Value

We help you optimize meeting room booking activities by (i) providing you a comprehensive understanding of how meeting rooms are being utilized in your office space, (ii) corroborating the usage of booked rooms based on the detection of people's presence inside them in real-time, and (iii) helping you eliminate "no-shows" situations, triggering an alert to release booked rooms that remained vacant.

Meeting room booking optimization



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