

OMAYA DATASHEET

THE DATA ANALYTICS SOLUTION

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OVERVIEW



Omayya was created out of the sole purpose of traffic analysis. Be it the flow of customers passing through a shopping complex looking for their favorite shops, a theme park with guests looking for hyped attractions to a small scale convention event tracking the best booths.

Using Omayya, enterprises will be equipped with the perfect people counting solution that can accurately compute visitor locations, discover popular zones, and their movement patterns across other zones.



OMAYA CROWD

Omayya Crowd enables you to get the most out of every inch by learning how customers move about and interact within your store or venue.

Also, it enables to improve the location of in-store product displays and boost the effectiveness of in-venue promotions and communication in high-traffic areas and near widely used entrances and exits.

We use the latest technology to accurately capture shoppers entering and exiting each store.



OMAYA WORKSPACE

Workspace edition enables you to track, monitor and analyze your workspace activity. It provides tracking capability on your man power, critical asset, and visitor.

Know where they are at any time and with our control governor, you can prevent unauthorized entry to secure zone, prevent clustering of people within hazardous zones to ensure the safety of your workspace.

OMAYA EDITIONS

OMAYA CROWD

Omaya Crowd provides you with the tools to identify crucial customer patterns, such as visit frequency, dwell time, cross-store activity, and more. With a more profound understanding of your customers' journeys, you can continuously prioritize their satisfaction

DATA THAT MATTERS



Traffic

How's the movement in my venue



Engagement

How long users stay in one location?



Loyalty

What's the ratio of new and returning users?



Timing

What's the peak and non peak time?

HOW DOES OMAYA CROWD WORKS

Omaya Crowd utilizes wireless access points to detect and track users' devices as they enter a venue.

By capturing unique data such as device MAC addresses and signal strength, we precisely pinpoint user locations, enabling you to tailor experiences and boost engagement.

While connected devices provide accurate data, even unconnected iOS devices are accounted for, ensuring comprehensive insights for optimizing loyalty analytics.



WHAT DATA WE CAN COLLECT FROM CUSTOMER



Cross Visit

Gain insights into user behavior by tracking the number of daily visitors at a venue, distinguishing between engaged, passed, and visited users.



Cross Path

Track the flow and path of customer behavior to gain insights into their movements.



Venue Benchmarks

Have an overall benchmark of your venue performance over the given time. Using benchmark analytics provide you a quick snapshot of venue performance and key metric.



Loyalty & Distribution

Measure customer loyalty by tracking the number of new and returning users, as well as identifying patterns in the frequency and recency of their visits to your locations.



Entry and Exit

The entry and exit analytics provide bounce rate and ratio of how users enter or exit your venue.



THE KEY BENEFITS



Measure People Traffic Flow

Measuring people traffic flow is crucial for optimizing space utilization, managing crowds efficiently, and improving operational efficiency.



Obtain Precise Information

Understanding how people move, gather, and when spaces are most occupied offers valuable insights.



Gain User Experience

Spend time understanding your customers' needs and preferences through research, feedback, and conversations.



Increase Sales Conversion

Offering incentives like time-limited discounts or bonus items creates a sense of urgency and motivates customers to act.



Security and Safe

Enabling organizations to detect and respond to potential overcrowding or emergency situations promptly.



HOW OMAYA CROWD HELP YOU



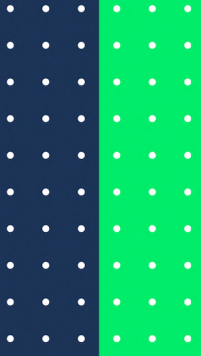
Cross Visit

Helps us understand how users move around venues, engage with attractions, and interact with other visitors. By studying these patterns, we can improve venue layouts and enhance the overall visitor experience.

Loyalty & Distribution

Gain insights into the number of new users versus returning users, helping identify and track customer loyalty.





REPORTING



Benchmarks

Shows user trends (visits, passby, engagements, and totals) for all venues and zones on a specific date. Administrators receive hourly reports.



Heatmap

The hourly report, in table format, shows user data for a specific date, location, venue, and zone.



Dwell Time

The length of time a user stays in a specific venue can vary.



Visit

The daily number of user engagements, passby, and visitors can be represented in a line graph.



Venue Map

The reporting will display the hourly count of devices for a specific venue.



HOW DOES IT WORKS

Omaya Workspace works by using sensor tags attached to equipment and strategically placed gateways. These tags provide real-time location data accessible through a user-friendly interface.

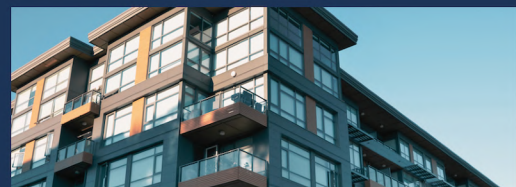
Staff can easily track equipment, find its current location, and check its usage history. Additionally, the system can send alerts for equipment movement outside designated areas or if it remains idle for too long.

INDUSTRY APPLICATION



Healthcare

Optimizing staff deployment, ensuring smooth patient movement, and reducing overcrowding.



Smart Building/Office

Real-time location services to track equipment as it moves around the site.



Factory/Warehouse

Creating secure zones with access control, ensuring only authorized personnel can enter sensitive areas, thereby boosting security in the facility



Education

Asset tracking and management can save costs for schools by reducing asset loss and improving how resources are used

OMAYA WORKSPACE FEATURES



Asset Management

With asset management you can track if asset is in one space for too long for logistic or track asset is moved to another space.

Alert Management

By enabling support automation, data can be seamlessly pushed and triggered to third-party software solutions, such as CMS or others.

Employee Management

Employee management allows you to easily manage all of your employees and their personal information.

Security Management

Access control sets off an alarm if an unauthorized employee tries to enter a space, ensuring 24/7 security management.

Contact Tracing

All visitor registration data within Omaya are specific privacy compliant and all data are kept in encrypted.



SAMPLE APPLICATION

At Omayya Workspace, our precise solutions help organizations easily adopt advanced use cases, reducing hassle and waste.



Workers enter or exit space

- Create timeline
- Employee safety
- Highlight bottleneck
- Real-time reporting



Taking Stock or Asset located

- Count asset moving thru station
- Keep running stock of crucial asset.
- Search & Find



Monitor, Analyse Alert Movement

- Generate data
- Automatic trigger and alerts
- Emergency

THE FEATURES

OMAYA WORKSPACE



Asset Management

Our system enables you to efficiently track assets, ensuring they are not stagnant in one location for too long and facilitating seamless movement between spaces for logistical purposes.



Alert Management

Proactively oversee your workspace for any emerging issues.



Employee Management

Easily handle and organize employee personal information.



Secure Zone

Establish restricted areas with access control, ensuring continuous monitoring with 24/7 alarm triggers.



Contact Tracing

Safeguard visitor registration data with encryption for enhanced security.



HARDWARE APPLICATION

OMAYA WORKSPACE

BLUETOOTH TAG

The tracker tag is manufactured by MikroTik. The selected tag for the project is the Asset tag, a slim and flat device designed for user and asset tracking purposes. The tag primarily provides the following information back to our Omayia system:

- Location of Tag within the plants
- Movement tags within the floor



WIRELESS ACCESS POINT: HUAWEI

The backbone of our connectivity solutions relies on Huawei APs. These APs feature built-in BLE 5.0 connectivity, allowing seamless data exchange with the tracker tags.

The wireless APs support BLE RAW packet RF data dump, enabling essential functions for the trackers, including panic buttons and other key parameters



TECHNOLOGY APPLICATION



Bluetooth

BLE Beacon as tracking capability.

Asset tracking relies on various technologies. GPS, once revolutionary, has limitations and high costs for indoor use. WiFi and active RFID systems are effective but expensive. In contrast, Bluetooth beacons are affordable and widely adopted.

These beacons, similar to lighthouses, emit a signal that devices like smartphones can detect, guiding users much like sailors rely on lighthouses for navigation.

How does it works?

1. Equipment equipped with a BLE (Bluetooth Low Energy) tag.
2. The Wi-Fi access point's BLE radio continuously scans BLE signals from the tags and sends pertinent information to the Omayya Workspace platform.



INDUSTRY & LOGISTIC

Asset Tracking Application

- Search and find
- Asset utilization and inventory
- Order & material traceability
- Employee visibility & safety



Business Outcome

- Make better decision
- Control throughput
- Improve return on net assets
- Reduce lead times
- Improve cashflow.