



### Project Description

**Location:** India

**End User:** Amalgamated Bean Coffee Trading Company Ltd.

**Customized Solution Details:**

**Solution:** Real Time Cup Counting Solution

**Cameras:** Axis IP Cameras

**Video Management Software:** Milestone

**Video Analytics:** AllGoVision

**Vertical Market:** Retail

**Use case:** Beverage Pilferage Reduction

**Features:** Cup Counting & Reporting, Auto-Emailer, Tripwire

AllGoVision's customized Cup Counting Solution for the retail giant ABCTCL (Retailer for Café Coffee Day – coffee store chain) to avoid pilferage occurred due to non-billing. Key elements of the project included Cup-Counting Solution, Auto E-Mailer and Tripwire to avoid passage movement.

### Project Challenge

With 1300 plus outlets and more than 1 million guests, the retail giant ABCTCL was finding it hard to avoid pilferage occurred due to non-billing. It resulted in monetary loss and negative brand positioning. authorities wanted to discourage false practices and wanted a solution to monitor PAN India outlets and to get accurate daily sales volume centrally at Head Office, Bangalore.

### AllGoVision Solution

The ABCTCL authority approached AllGoVision with the stated problem and asked to develop a solution which can match with all the requirements and more over should be stable enough to run continuously without human intervention. No need to mention it should be a perfect Return on Investment (ROI). The solution development started with intensive side surveys, understanding in depth beverage serving and bill generation process. Post doing complete research work, AllGoVision developed the solution with below mentioned features:

**Cup Counting Solution** - The camera is installed above the serving counter to count the beverages. The camera is installed and focused in such a way that it should cover the entire counter.

*“The cup counting solution developed by AllGoVision has proven to be an useful tool to identify and reduce pilferage in the outlets. The accuracy achieved is 95% in selected outlets and it helped to get more accurate transaction data over the counter. The efforts put to understand the requirement and to offer customized solution are appreciable. The team has shown dedicated attention and offered a good solution for return on investment.”*

**Mr. Venkatesh Babu**  
General Manager - MIS  
Café Coffee Day, India



FOOD & BEVERAGE

Reduce  
Shrinkage

**Auto E-Mailer** - The report mechanism has been developed to automatically send daily beverage count reports and data to pre-fed designated email ids.

**Tripwire to avoid passage movement** - It was noticed that servers had an option of serving the beverage from passage, which is in between serving area and kitchen. To discourage it, second camera was installed to cover the passage.

## Benefits

The implementation of AllGoVision Real time cup counting solution has resulted in Beverages pilferage reduction by a significant number and also considerable increase in sales volume. The solution perfectly satisfies Return on Investment.

### AllGoVision Video Analytics Business Intelligence for Retail

#### People / Object Counting features

- Footfall statistics & Conversion rate
- Queue length and wait time assessment
- Pilferage detection (Cup/Beverage Counting)
- Heat Map for customer hotspots
- Flow Map for tracking customer movements

#### Face Detection / Recognition features

- Shelf Space Popularity (Face Count)
- Engagement Analysis (Presence, Frequency)
- Shoplifter Alarm & Loyalty Customer Alerts
- Demographic Profiling (Age & Gender)

## About AllGoVision

AllGoVision group started in 2009 and became an independent company AllGoVision Technologies Private Limited in 2016. Headquartered in Bangalore with branches in the US and Dubai, AllGoVision is a leading video analytics software and has a global spread of sales partners, with proven installations worldwide. We have dedicated ourselves into in-depth research and product innovation. AllGoVision video analytics software is equipped with 40 plus basic and advanced Video Analytics features. It is an Open Platform Analytics integrated with many VMS manufacturers. AllGoVision focuses on providing following benefits to its customers – robust performance, cost efficiency, ease of use and customization.