User's Guide – TrueView Web Report™

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Version 1.0

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Overview

TrueView Web Report™ is a web based statistical package that stores and manage raw traffic data from any number of counting units. It lets you analyze traffic data through clear and intuitive charts giving you instant in-depth insight to the status of your data. Discover trends, patterns or, identify unusual performance with a simple click on your mouse. Unveil performance problems and take proper action to improve production, enhance revenue, and increase profitability through decisions based sound and objective data.

TrueView Web Report™ is a versatile software that can be customized to meet a wide range of requirements. This document describes a tentative user scenario that could be suitable mainly for larger systems of counter units. Therefore, it should only be seen only as an example of how to use the software.

It is assumed that the software has been installed. For a more detailed presentation of the of the software and how to install it we refer to the complete manual.

Architecture

We assume that we have a
1. Head quarter with
   ◦ global super user
   ◦ users
2. Local stores with
   ◦ local super user
   ◦ users

Since the TrueView People Counter™ system is IP based, local IT staff should be able to install and maintain the system. It is a good practice to appoint a **local super user** for your store that is involved during the installation of the people counter system. It is also a good practice to have a **global super user** for the entire system.

Naming standard

It is good practice to have a well structured naming standard for stores and counter units as it makes it easier to identify individual objects in the network system.

The following objects should have unique names in the system

1. store: In TrueView Web Report™ these are referred to as Company. Use name standard as in table below.
2. camera group: Use same name as for the store
3. user: Use the email address to the users.
4. counter unit: These are the cameras that sends traffic data to TrueView Web Report™. Use name standard as in table below.

Company and camera group	Counter unit	Description
RET_IT_116	RET_IT_116_Exit_Main_A_1	RET = Retail IT = Italy 116 = Store number Exit = An exit Main_A = Main exit A 1 = First camera at this exit. If more cameras are needed to cover the exit they will have higher number.
RET_DE_127	RET_DE_127_Entrance_Main_A_2	RET = Retail DE = Germany 127 = Store number Entrance = An entrance Main_A = Main entrance A 2 = Second camera at this entrance.

Two naming examples.

Create an account

In TrueView We Report™ a store is referred to as Company. When setting up an account for a store you need to create
- Company
- User
- Camera group

This should be done by the global super users. Start by loggin in to TrueView We Report™ by entering the correct URL in a browser address field.
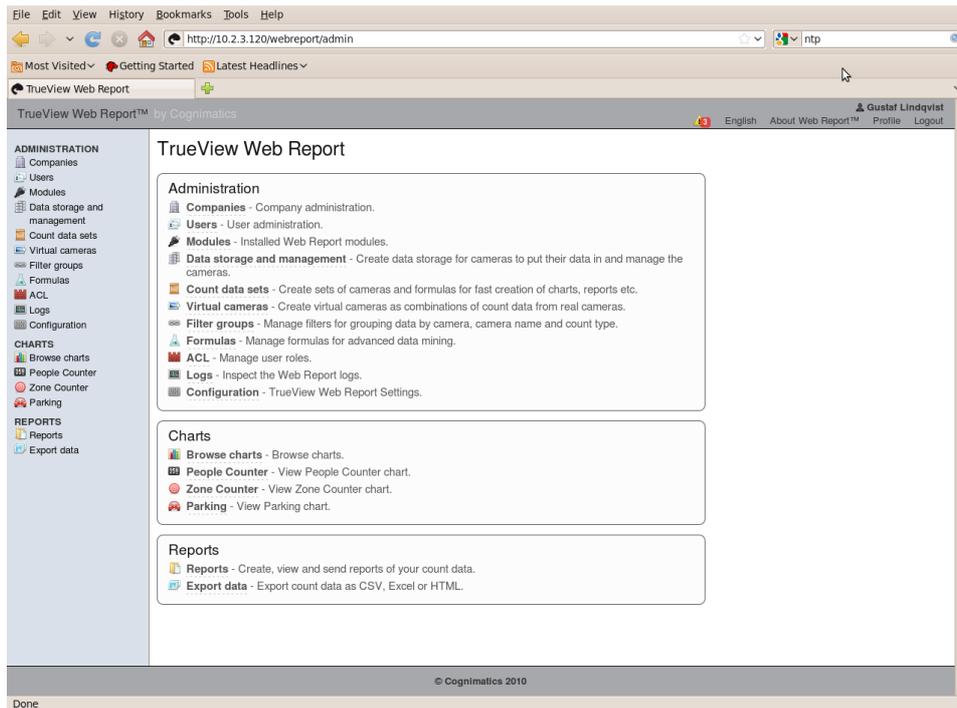
Illustration 1: Start page

1. Create a new Company by selecting **Companies** at the top of the left field followed by **Add Company** at the top.
2. Enter the required fields and according to the naming standard where applicable.
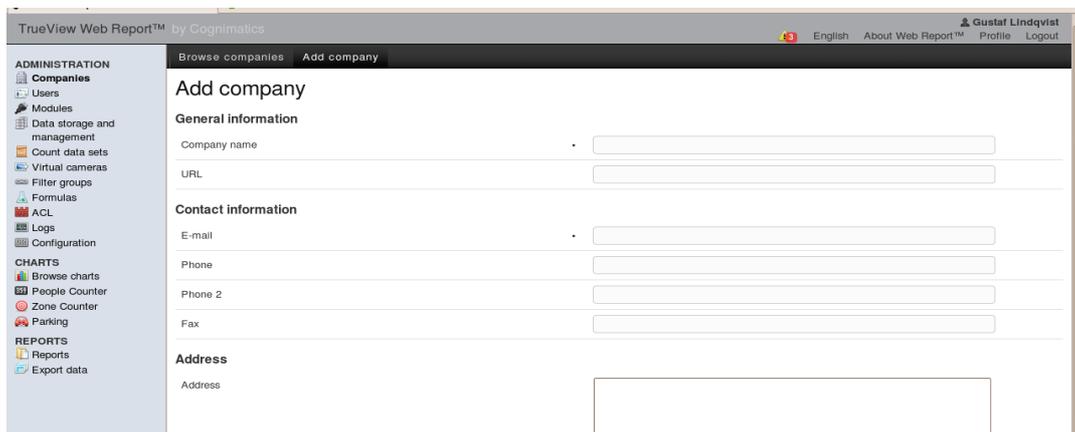

Illustration 2: Add company

1. Create users by selecting **Users** in the left field of the start page and then **Add user** at the top.
2. Enter the required fields and according to the naming standard where applicable.
3. Make sure to choose the company you just created.

4. To add more users to the company, repeat the process again.

Illustration 3: Add user

1. Add a camera group by selecting **Data storage and management** in the left field of the start page. Select **Add camera group** at the top.
2. Enter the required fields and according to the naming standard where applicable.
3. Make sure to choose the company you just created.
4. Select a user name a password. These credentials will be used by the counter units that should send traffic data to the camera group.

Illustration 4: Add camera group

Counter unit setup

Each counter unit must be configured for send traffic data to TrueView We Report™. This should be done by the local super user. The following setup is for TrueView people Counter™.

1. Select **Settings** followed by General.

2. Enter **Camera name** according to name standard.
3. Click on **Web Report**.
4. Select **Enable**.
5. Enter the URL to TrueView We Report™.
6. Choose **Version** 2.
7. Enter your **User name** and **Password**.
8. If a proxy server is used then enter the corresponding fields.
9. Click on **Submit**.

Traffic data should now be uploaded automatically from the TrueView People Counter™ unit on a regular basis.
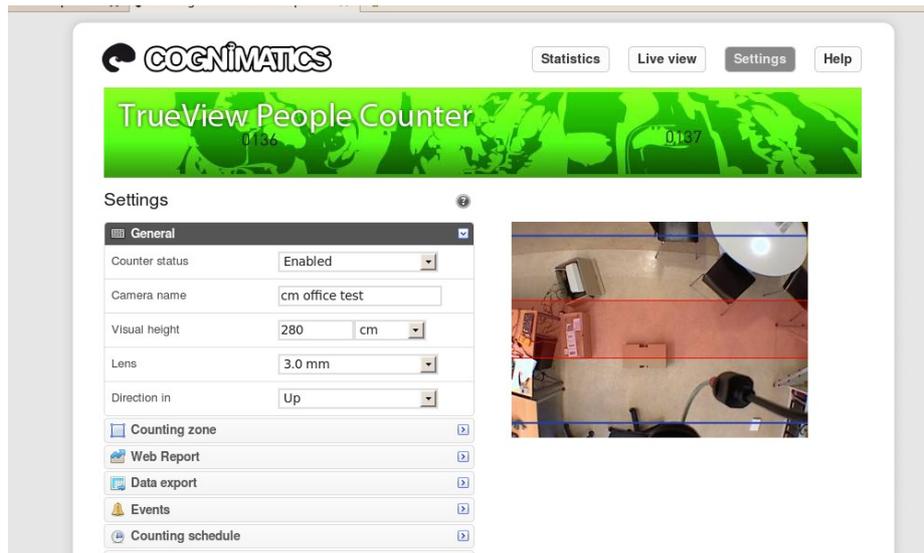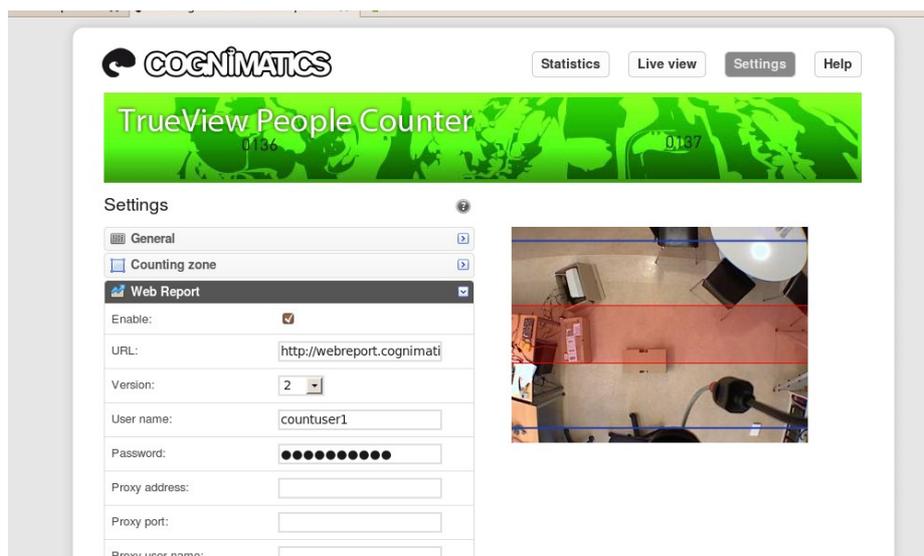

Illustration 5: Set counter unit name

Illustration 6: TrueView Web Report™ settings on counter unit

Viewing data

TrueView Web Report™ displays traffic data through interactive charts. Data can also be exported in a variety of formats like for example excel format.

1. At the start page select an item under **CHARTS** in the left field.
2. To view the people counter data select **People Counter** in the left field.
3. To export people counter data select one of the supported formats from the **Export data** format list.
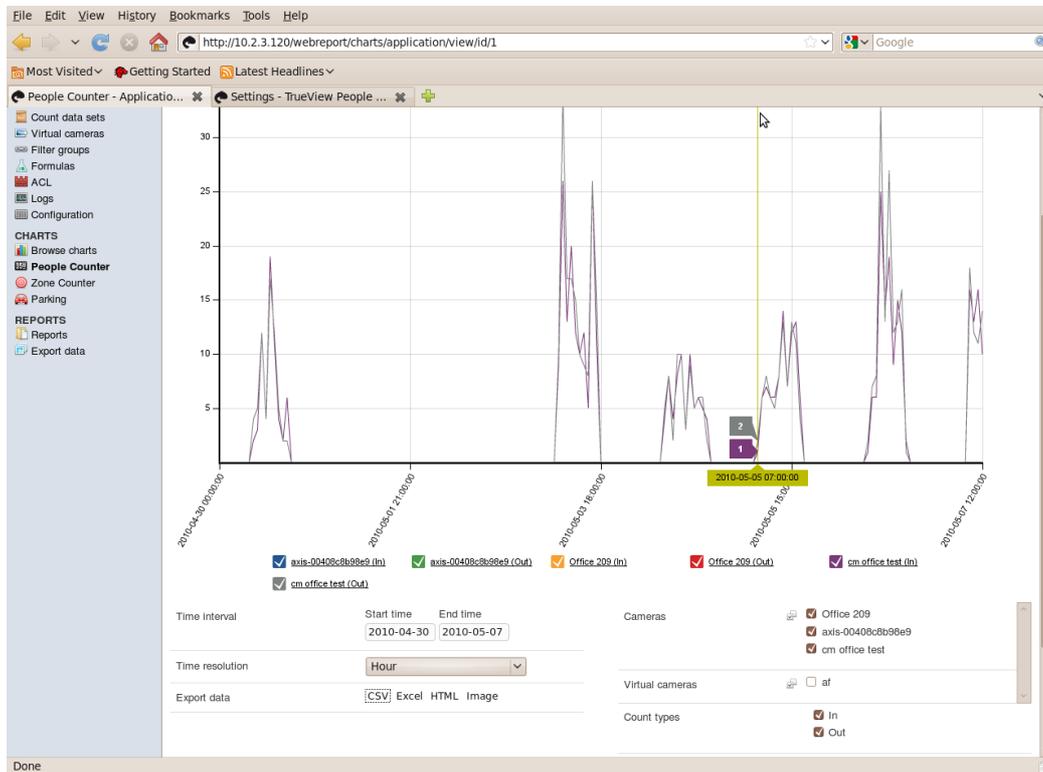

Illustration 7: Interactive charts

Maintenance

How often	Action
Every week	Log into TrueView Web Report™ and check that there are no warnings.

Revision history

Date	Description
May 15, 2010	Initial version