

Indoor Mapping Analytics

RETAIL STORES

ESP Vendor Assessment Matrix

 CBINSIGHTS

What you need to know

Under threat from e-commerce, retailers need more data on stores to improve the in-person experience

Retailers are focused on optimizing the experience at stores, which still drive the majority of their revenue and profits. But tracking shopper behavior is more difficult in brick-and-mortar stores than it is online. Indoor mapping analytics firms promise e-commerce-level data at physical retail to help retailers fine-tune their stores.

Store mapping tools are garnering investor attention

In-store retail tech funding has already more than doubled 2020 levels to reach \$9.4B in 2021 YTD. Specifically, funding to store management and planning tools has increased nearly 30%.

Efficiency and cost will drive retailers' investment

Leaders in the space have long used sensors to track shoppers. But advances in computer vision solutions promise faster and less costly installation with existing cameras. In general, platforms that offer retailers a one-stop destination for store analytics will continue to win.



REPORT DETAIL

Indoor mapping analytics companies use a few different tech solutions to track shopper activity in stores. Retailers use that data to optimize store layouts and staffing, monitor store security, target marketing and ads to shoppers, and more. We focused on tech that is geared toward store mapping and execution and excluded companies that are exclusively focused on location tracking for marketing purposes.

For this report, we reviewed hundreds of private technology companies to define the category and select 11 vendors for inclusion in the **ESP** matrix on page 3. Methodology details are on page 52.

ESP scores the **Execution** and **Market Strength** of selected private companies, in order to determine their relative **Positioning** in the category.

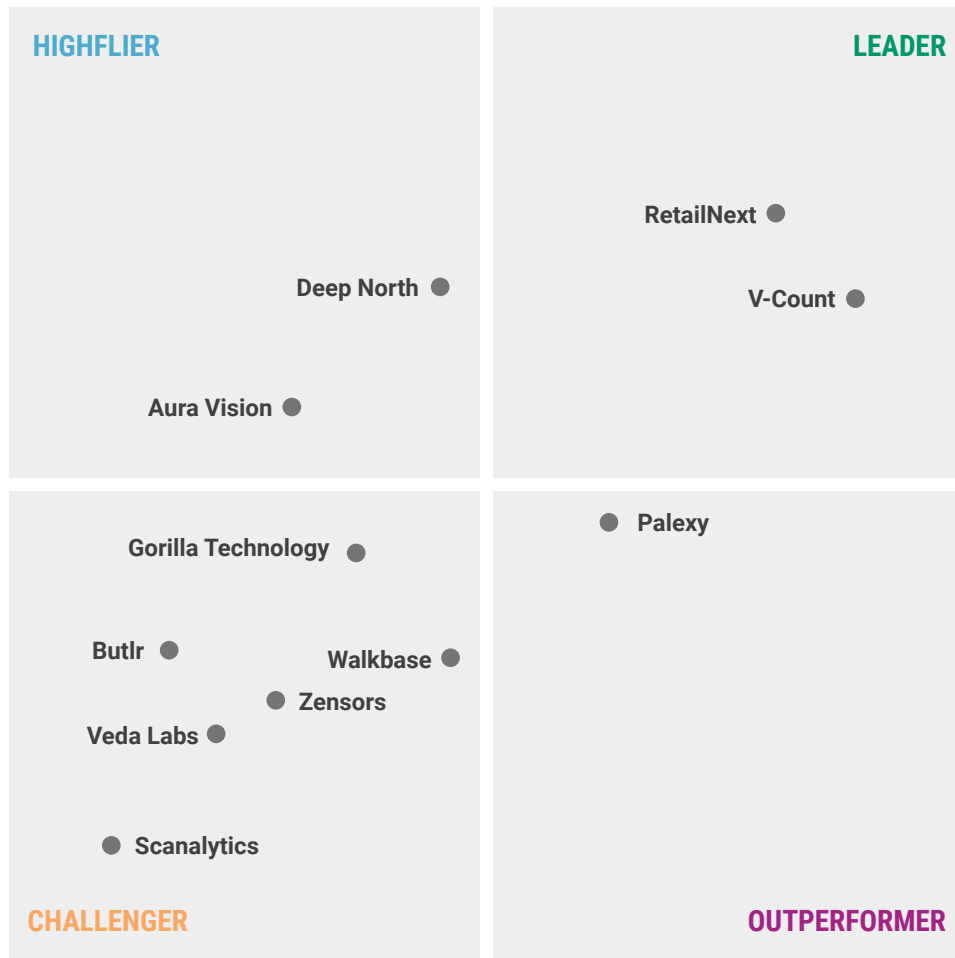
This analysis was completed in October 2021.

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RETAIL STORES

ESP Vendor Assessment Matrix

EXECUTION STRENGTH



MARKET STRENGTH

The bottom line

Vendor	Quadrant	Key takeaways
RetailNext	Leader	<ul style="list-style-type: none">• RetailNext uses information from existing store cameras and its own sensor to track shoppers. Its platform offers analytics on store operations as well as merchandising, marketing, and other store functions.
V-Count	Leader	<ul style="list-style-type: none">• V-Count has deployed its proprietary Ultima AI sensor with more than 300 clients globally. Its Business Intelligence platform helps retailers optimize layouts and staffing.
Palex	Outperformer	<ul style="list-style-type: none">• Singapore-based Palex, which uses computer vision to analyze camera footage, has strong performance with retailers across Asia.
Deep North	Highflier	<ul style="list-style-type: none">• Deep North uses AI to analyze images from store cameras. It has 7 patents and the second-most funding among the companies profiled, and counts Fortune 100 retailers among its clients.
Aura Vision	Highflier	<ul style="list-style-type: none">• Aura Vision has only been in operation for 4 years and has a relatively small employee headcount. However, it has several high-profile clients and claims its system can be up and running “within minutes.”

The bottom line

Vendor	Quadrant	Key takeaways
Gorilla Technology	Challenger	<ul style="list-style-type: none">Gorilla Technology's platform uses edge AI to count and track shoppers. The company is one of the more tenured vendors at 20 years in operation, and it continues to grow its retailer client base.
Butlr.	Challenger	<ul style="list-style-type: none">Butlr's sensor tracks shoppers by body heat, which makes it possible to record them in places where other technologies may not catch them. The company does not yet offer an insights platform with its data.
Walkbase	Challenger	<ul style="list-style-type: none">Walkbase can collect and analyze data from WiFi, beacons, and its own sensors. It integrates with digital screens from in-store display company STRATACACHE, which acquired Walkbase in 2017.
Zensors	Challenger	<ul style="list-style-type: none">Zensors' cloud AI platform analyzes data from cameras and its sensors to track shopper activity. Its biggest publicly known clients so far have been airports.
Veda Labs	Challenger	<ul style="list-style-type: none">Veda Labs promises it will install its software and platform, which analyzes images from existing cameras, within a week.
Scanalytics	Challenger	<ul style="list-style-type: none">Scanalytics makes and installs floor sensors to track store traffic. While it offers its solutions to retailers, its biggest disclosed clients so far have been in convention centers and trade shows.

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Market Need & Traction

Why now? What outcomes can you expect?

Indoor mapping analytics tech for the store can make tracking shopper journeys more accurate and give retailers the ability to respond faster — and even in real time.

Typical product features/functions

- People counting and shopper tracking through the store (e.g., dwell times, conversion)
- Identifying demographic markers (age, gender) and distinguishing between shoppers and employees
- Loss prevention
- Analytics platform to synthesize tracking data and run A/B tests
- Shopper and employee pandemic safety features
- Real-time alerts and emailed data reports

Expected outcomes

- Increases in labor productivity
- Improved shopper experience
- Increase in shopper conversion rate
- Reduction in operating costs

Who's buying it?

Function/business unit	Title
Operations	Manager, retail store operations
Merchandising	Manager, visual merchandising
Asset Protection	Manager, asset protection
Marketing	Manager, marketing
Information Technology	Manager, information technology

What your peers are doing



Amazon launched its computer vision cashierless checkout technology (“Just Walk Out”) in 2016. While the technology monitors which products shoppers are putting in their carts, it also makes it possible for Amazon to track how shoppers move through the store, whether they return, and more.



In 2017, Target began installing Bluetooth beacons in its stores that connect to the store maps in its mobile app. The location trackers help shoppers navigate the store and also collect information about their habits.



Kroger uses its proprietary analytics system called QueVision to monitor store activity in real time. The retailer used the technology to limit capacity in its stores at the beginning of the pandemic in spring 2020.

Market Data

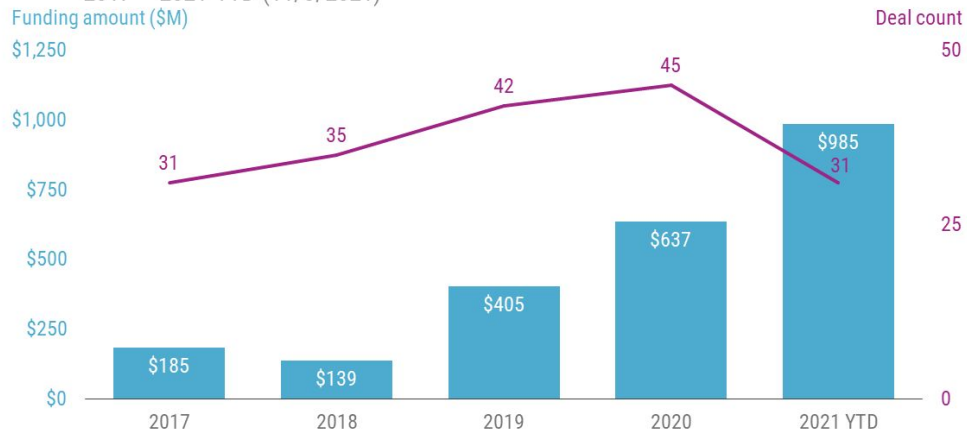
Funding

Funding to store management and planning companies is already up nearly 55% compared to 2020, with a few months to go.

Deals are down from last year's high as mega-rounds (deals worth \$100M+) have driven the dollar growth this year.

Store planning tech funding has set a new record

Store management and planning, disclosed deals & equity funding (\$M),
2017 – 2021 YTD (11/3/2021)



Source: cbinsights.com

 CBINSIGHTS

Company Profiles

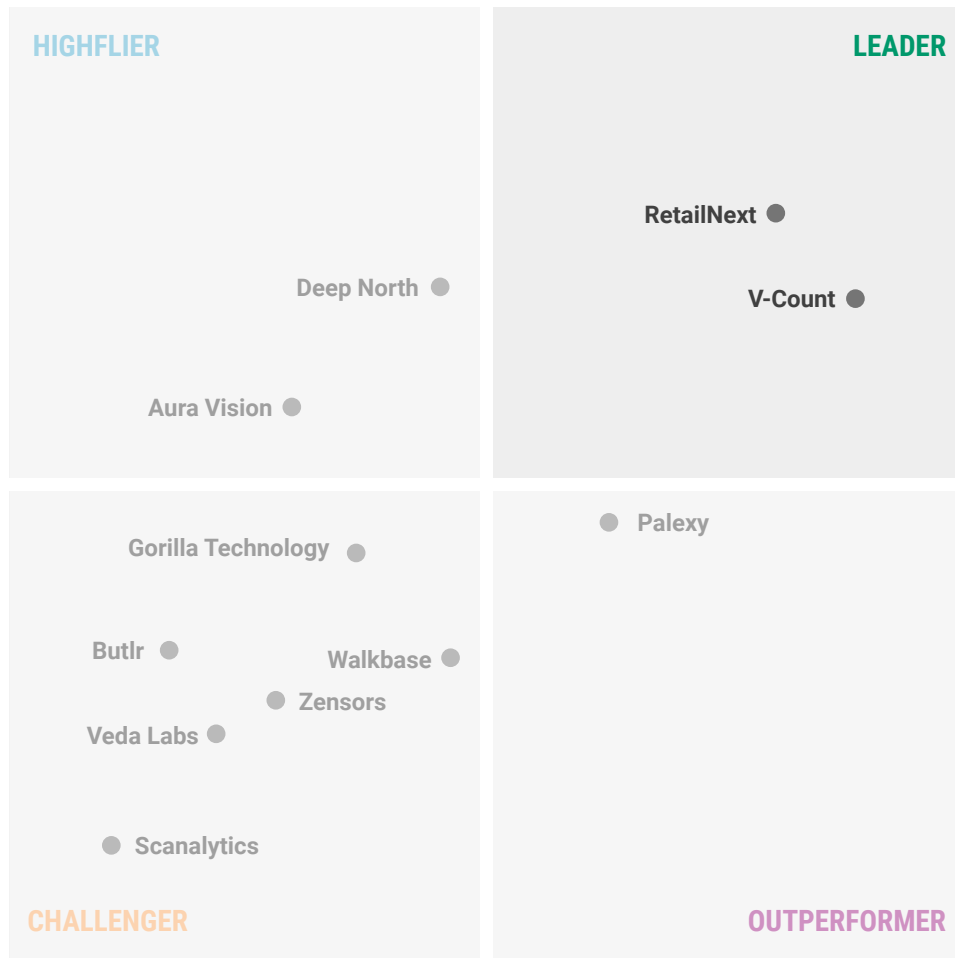
Indoor Mapping Analytics

RETAIL STORES

LEADER

ESP Vendor Assessment Matrix

EXECUTION STRENGTH



MARKET STRENGTH



Company/ product factsheet

View profile on  CBINSIGHTS



Product description

RetailNext's platform uses images and data from retailers' in-store CCTV cameras and from the company's own sensor, called Aurora, to track shoppers' traffic patterns, store security, and merchandising execution. Retailers use the information to optimize store layouts, measure the impact of assortment changes, and plan staffing needs.

Competitive positioning

RetailNext's platform can integrate every function in the store, including staffing, POS, security systems, and traffic monitoring.

Partnerships

1C-Rarus
Lenovo
Axians
Grooove
BT Group
Yoobic

Integrations

There are no disclosed integrations.



Founded	HQ	Total raised	Estimated valuation	Last raised date	Last raised amount	Stage
2007	United States	\$234M	\$469M	August 2016	Undisclosed	Series E - II

Analyst spotlight

RetailNext is an established player in retail store analytics. While its technology enables enhanced store mapping and layout planning, its broader solution reaches across store operations, merchandising, and marketing. RetailNext's platform integrates with 30 other technology tools, including 10 specific to retail. In the last year, it has grown its customer count to 450, an increase of 12.5%.



Commercial outcomes

NOTABLE CLIENTS

Vitamin Shoppe

Calvin Klein

Hurley

Ulta

The Container Store

UNTUCKit

Daniel's Jewelers

100% PURE

Snow Peak

Lolli and Pops

Value proposition

RetailNext offers a full-store analytics and operating system. The all-in-one nature makes it attractive to retailers for its efficiency: one client said combining traffic counting and loss prevention in one system saved them 40% on costs.

In particular, its “Shopper Journey” tool promises advanced segmentation of buyers and non-buyers as well as shoppers and staff. RetailNext also offers consulting services to help retailers take action on the data.



Products and services

PATENTS

RetailNext has 14 patents across its shopper-tracking capabilities, including tech to count objects in videos and methods to exclude people from retail analytics. In August 2021, the company was granted a patent that would use multitasking deep neural networks to identify shoppers and employees and track their behaviors.

Company details

RetailNext has 200 employees across 10 different countries, making it the largest company evaluated.





What clients say



“RetailNext’s advanced suite of shopper journey analytics, covering the full path of a shopper in-store, delivers deep insights into how customers shop and interact with our product, fixtures, and in-store technology. This technology allows us to continually test, measure, and optimize our business in near real-time. RetailNext has been great to work with as we have rolled out their technology and we look forward to our continued partnership.”

Adolfo Rodriguez

VP, global retail operations, The Estee Lauder Companies



“Real-time analytics will empower our teams to more effectively operate our stores and help us guide customers towards the right solutions for their individual goals, ensuring The Vitamin Shoppe experience matches our unparalleled quality of products and services.”

Sharon Leite

CEO, The Vitamin Shoppe





Company/ product factsheet

View profile on  CBINSIGHTS

Product description

V-Count's Ultima AI sensor tracks shoppers throughout the store and can measure real-time store occupancy, manage lines, and perform demographic analysis based on its assessment of shoppers' ages and genders. Its Business Intelligence platform then enables retailers to adjust store layouts and staffing based on shoppers' movement throughout the store. In addition to retailers, the company serves a wide range of industries, including airports, hotels, theme parks, and transportation.

Competitive positioning

V-Count calls Ultima AI the "thinnest next-generation" sensor at 21.8mm thick. The sensor includes night vision and outdoor durability. It also offers "plug and play" installation. Its Business Intelligence platform can measure more than 200 KPIs.

Partnerships

There are no disclosed partnerships.

Integrations

There are no disclosed integrations.





CB Insights viewpoint

Founded	HQ	Total raised	Estimated valuation	Last raised date	Last raised amount	Stage
2006	United States	\$3.5M	Undisclosed	February 2018	\$1.6M	Series B

Analyst spotlight

More than 300 businesses globally use V-Count's people sensor and data analytics platform (the second-largest client roster among companies in this report), from retailers across specialties to a wide range of other consumer-facing industries. Other vendors also consider it a top competitor in the field. The company has expanded its sensor's capabilities to be used outdoors and to track bigger spaces. It can also now detect if consumers enter locations without face masks.





Market strength

Commercial outcomes

NOTABLE CLIENTS

Aeropostale

Bang & Olufsen

BENU

IKEA

LEGO

Marks&Spencer

Miniso

Nike

Sephora



Execution strength

Company details

V-Count has 7 offices worldwide and its client list is similarly global: the company has served clients in 120 countries, with an especially strong presence in Turkey. Its business intelligence platform supports 14 different languages.

Products and services

V-Count's Ultima AI sensor promises up to 99.9% counting accuracy on people counting, using 3D active stereo vision technology and AI-based target tracking. It covers up to 24 feet at a height of around 16 feet. The company says it can count crowds "up to millions" in 1 hour.





What clients say

Samsonite

“Since 2018, Samsonite has been using v-count in over 130 of our stores across Europe. The real result was understanding our traffic data and sales trends in relation to stores’ peak hours. Being able to measure their conversion rate has made it possible for Samsonite to optimize and drive more sales while also providing a better experience in our stores.”

Samsonite Europe

SEPHORA

“V-Count has demonstrated significant agility and flexibility during our store renovations which impacted half of our network and scheduled within a very limited time table. Their solid and solution-oriented customer services ensure we are well understood with our needs and requests.”

Sephora Turkey

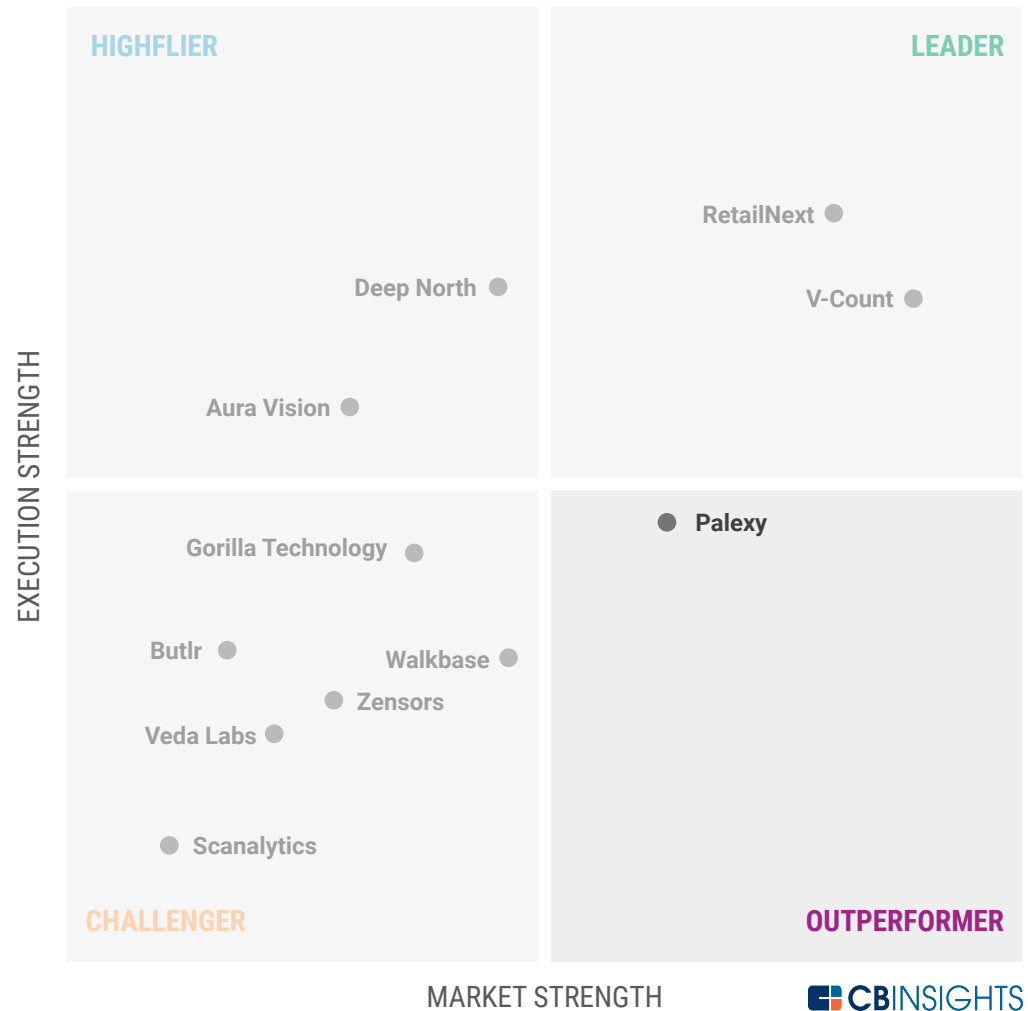


Indoor Mapping Analytics

RETAIL STORES

OUTPERFORMER

ESP Vendor Assessment Matrix





Palexy

Company/ product factsheet

[View Profile on CBINSIGHTS](#)



Product description

Palexy's Store Optimizer cloud platform uses deep-learning video analytics to synthesize images from retailers' existing CCTV feeds with POS, weather, promotional, and other data. Retailers use the outputs to track the effectiveness of their stores, marketing, store layouts, and staffing decisions. The tool also enables them to monitor how shoppers in different age groups or genders behave in the store and track loss prevention. Palexy's recently released Store Wizard layers on a store clienteling tool that associates can use to personalize the experience.

Competitive positioning

Palexy's cloud computing solution plugs into retailers' existing CCTV infrastructure, making it cheaper and faster to implement than other tools that require new infrastructure (i.e., sensors). Its tool also offers analytics across more areas, such as customer journey tracking and conversion rates for specific categories.

Partnerships

Hakuhodo Products
Google Cloud
Amazon Web Services

Integrations

There are no disclosed integrations.





CB Insights viewpoint

Founded	HQ	Total raised	Estimated valuation	Last raised date	Last raised amount	Stage
2019	Singapore	\$1M	Undisclosed	Dec 2020	\$1M	Seed VC

Analyst spotlight

Palex is a relatively new entrant to the space, but it has quickly built a strong reputation. The company nearly doubled its retail customer count in the last year to 38. It also promises less expensive and faster deployment of its solution than many competitors. So far, its customer base is limited to the Asia/Pacific region.





Palexty

Market strength

Commercial outcomes

NOTABLE CLIENTS

Guardian

Central Retail

CASE STUDIES

Case studies highlight significant and clear ROI from Palexty's solution. The King of Mattresses in Vietnam saw 20% increase in profit per unit as a result of layout optimization. Apparel Vietnam-based retailer, Couple TX, reported a 35% increase in transactions from staffing optimization.

Execution strength

Management team and leadership

Palexty's executives have experience deploying AI-powered software as a service and in software engineering at Google. The company's head of customer success also worked in strategy execution for several luxury fashion brands.





What clients say

HOANG PHUC
international

“Palexy has helped us identify windows of missed sales opportunities so we can recover lost sales effectively. This has acted as a framework to replicate business success across the whole chain.”

Linh Truong

Operations director, Hoang Phuc

ALDO

“In the past, we already had traffic counters to monitor traffic and conversion. However, due to the counters’ limited nature, the data did not always accurately reflect the actual traffic. Palexy’s tool helps us feel more reassured about data accuracy and the reality in stores, which could no longer be misrepresented by the sales staff.”

Trang Nguyen

General manager, Aldo Vietnam



Indoor Mapping Analytics

RETAIL STORES

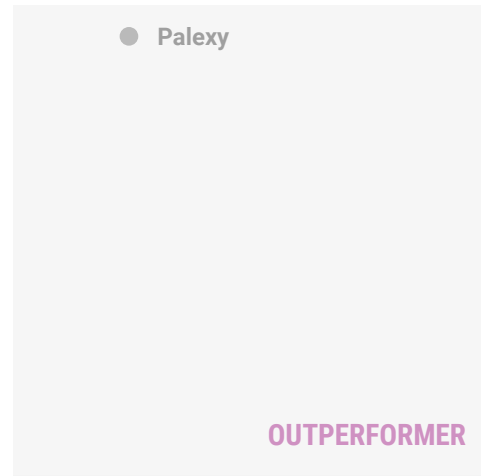
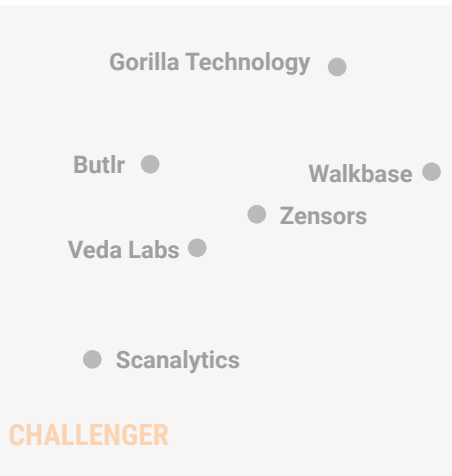
HIGHFLIER

ESP Vendor Assessment Matrix

EXECUTION STRENGTH

HIGHFLIER

LEADER



CHALLENGER

OUTPERFORMER

MARKET STRENGTH



Company/ product factsheet

[View Profile on CBINSIGHTS](#)

Product description

Deep North's AI and computer vision platform analyzes video feeds from existing store assets to track shopper traffic, wait times, and more in real time. It can predict sales conversion by correlating traffic to time of day, marketing, and weather. Retailers can use the data to manage staffing and track how shoppers spend their time in the store. The platform also enables real-time event alerting, which can direct associates to a customer who needs help, among other features.

Competitive positioning

The company claims it can go live on the cloud and in stores in "a matter of hours." Its capabilities also reach beyond retail and shopping centers to include commercial real estate, travel, and restaurants.

Partnerships

There are no disclosed partnerships.

Integrations

There are no disclosed integrations.



Founded	HQ	Total raised	Estimated valuation	Last raised date	Last raised amount	Stage
2016	United States	\$48.2M	\$73.3M	October 2021	\$16.7M	Series A - III

Analyst spotlight

Deep North's ease and speed of installation set it apart from some more complex and infrastructure-heavy solutions. It also offers analytics tailored to shopping malls, which can assess factors like tenant health and potential by tracking shopper activity around stores. That said, the company lacks the number of publicly named retail clients compared with leaders. Currently, its biggest public client is the Transportation Security Administration, which uses Deep North's technology to monitor its airport checkpoints.



Market strength

Commercial outcomes

Deep North does not disclose its customers' names; however, the company claims it serves Fortune 100 retailers across specialties. Deep North cited one client's experience using the company's technology to staff its stores more effectively as part of an analysis of how computer vision can improve the grocery store shopping experience. In just one store, the client saw a 10% increase in revenue growth and \$1.5M in incremental revenue.

Execution strength

Financial status and health

Deep North has the second-most funding (\$48.2M) of any of the vendors profiled, and raised its most recent round in October 2021. Its investors include The Home Depot as well as Delta Airlines.

Products and services

Among Deep North's 7 patents are tech for inventory management and monitoring. Its most recently awarded patent is for a method to assess image quality.





Company/ product factsheet

View Profile on  CBINSIGHTS



Product description

Aura Vision attaches its AI-powered insights platform to a retailer's existing CCTV via its Aura Processing Unit (APU). The platform offers real-time data and alerts. It tracks store traffic, product engagement, and wait times, and can record ages and genders without facial recognition. From there, retailers can optimize merchandising, staffing, and localized marketing. The tools can also predict conversion by factors like shopper demographics or time of day.

Competitive positioning

The company promises low costs and speed: one APU can work with 5 cameras at once and cover 2,700 square feet, and the company says its platform can be set up to measure stores "in minutes." It also promises highly accurate people counts via a custom machine learning model for each deployment as well as accuracy audits.

Partnerships

Auth0

Integrations

Salesforce

Tableau

Looker



Founded	HQ	Total raised	Estimated valuation	Last raised date	Last raised amount	Stage
2017	United Kingdom	\$150K	Undisclosed	June 2019	Undisclosed	Seed VC - II

Analyst spotlight

Aura Vision has client relationships across retail specialties. The company announced in July that its platform is powering a new program from UK telecom giant O2 called Spatial Insights. O2 will use the tool in 20 of its own stores to measure and improve customer experiences and will also sell the platform to its O2 Business customers across industries. While Aura's team is still small, the company is hiring.



Market strength

Commercial outcomes

NOTABLE CLIENTS

Fabletics

Neighborhood Goods

Frasers Group

Asics

Euronics

AS Watson Group

Execution strength

Financial status and health

Aura Vision has among the least funding of the companies profiled, with \$0.2M. Y Combinator backed the company in early 2019, and later that year Aura received seed funding from Asics Ventures, the venture arm of its client Asics.

Management team and leadership

Aura's co-founder spent time working front line retail, and eventually got his Ph.D. in computer vision, machine learning, and biometric identification.



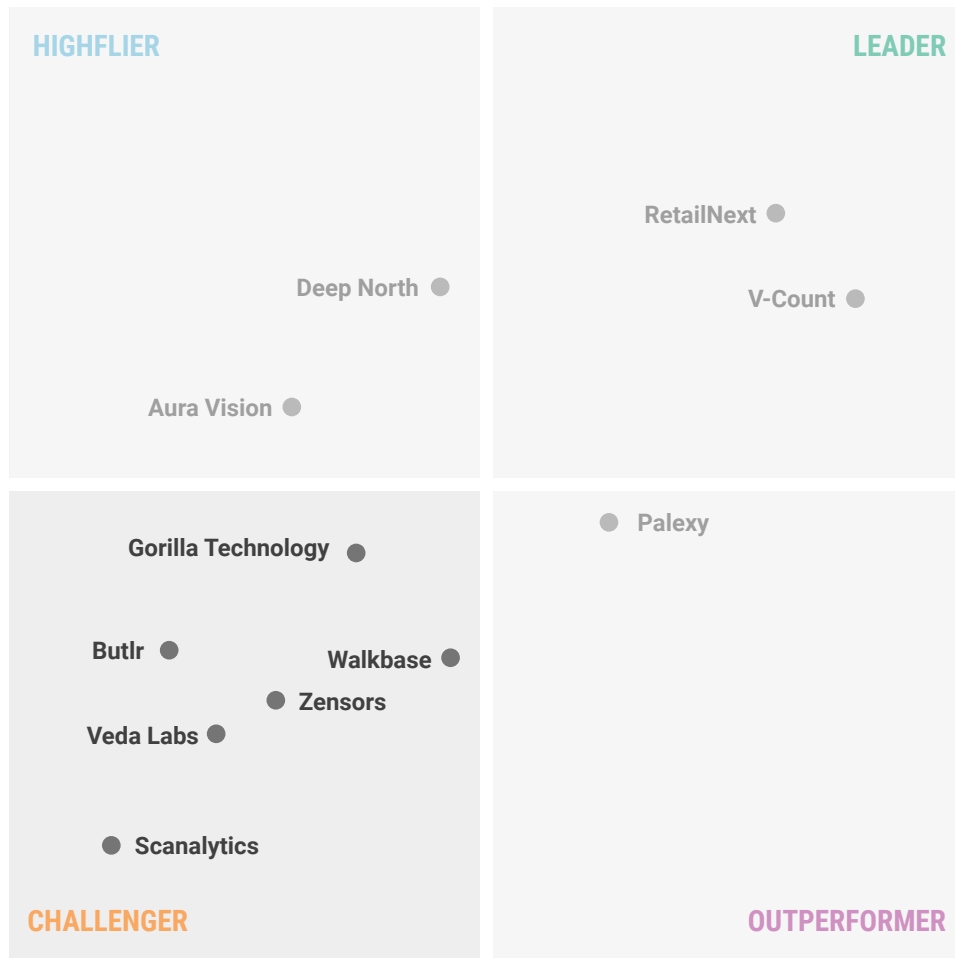
Indoor Mapping Analytics

STORE

CHALLENGER

ESP Vendor Assessment Matrix

EXECUTION STRENGTH



MARKET STRENGTH



Gorilla

Company/ product factsheet

View profile on  CBINSIGHTS

Product description

Gorilla Technology's IVAR (Intelligent Video Analytics Recorder) dashboard uses edge AI to count and track shoppers and identify their ages and genders. The company's Smart Retail solution combines this information with POS data, conversion rates, shopper preferences, and more to improve store layouts and promotional and marketing strategies. The Smart Retail platform's open API architecture allows developers to design different systems based on Gorilla's technology.

Competitive positioning

The company promises low costs and easy installation as its dashboard only needs CPUs, which are more cost-effective than GPUs, which require more power and space.

Partnerships

Tekwind
Itochu Techno-Solutions Corporation (CTC)
Chunghwa Telecom

Integrations

There are no disclosed integrations.





CB Insights viewpoint

Founded	HQ	Total raised	Estimated valuation	Last raised date	Last raised amount	Stage
2001	Taiwan	Undisclosed	Undisclosed	Dec 2018	\$15M	Series D

Analyst spotlight

Gorilla Technology continues to expand the reach of its AI technology across industries, particularly through partnerships with IT and hardware companies throughout Asia. Meanwhile, the company continues to grow its retail customer base, which is also largely based in Asia. Gorilla Technology promises faster deployment and onboarding time than its competitors.



butlr.

Company/ product factsheet

View Profile on  CBINSIGHTS

Product description

Butlr. makes a wireless sensor that uses body heat to detect people's presence. Its cloud-based dashboard helps retailers track traffic flow and occupancy in real time. The company has solutions for retailers, offices, and assisted living facilities.

Competitive positioning

Butlr.'s small, wireless sensors can reportedly fit anywhere and their batteries last for 2 years. Since the sensor measures heat, it is naturally geared toward privacy because it doesn't track shoppers' faces. The sensors, which can cover up to 200 square feet, can also detect shoppers' presence in locations that cameras may not reach.

Partnerships

There are no disclosed partnerships.

Integrations

There are no disclosed integrations.





CB Insights viewpoint

Founded	HQ	Total raised	Estimated valuation	Last raised date	Last raised amount	Stage
2018	United States	\$9.3M	Undisclosed	May 2021	\$7.9M	Seed VC

Analyst spotlight

Butlr.'s small wireless device is reportedly easy to install. The heat-tracking technology is privacy-oriented and can share data in real time. However, the company is missing deeper analytics to offer retailers the insights that competitors promise (e.g., store layout and staffing). The early-stage company also does not have many public retailer client relationships yet.





Company/ product factsheet

View Profile on  CBINSIGHTS

Product description

Walkbase uses WiFi, beacons, and its own sensors to locate shoppers in stores based on pings from their smartphones. Its analytics platform then integrates that data with POS, digital signage, and more to track traffic, cross-shopping, loss prevention, and other performance metrics. The platform can predict traffic and sales in the near- and long-term. It can also use the data on shoppers' locations to launch personalized and location-based marketing. During the pandemic, the company launched Intellicount, which manages occupancy in real time.

Competitive positioning

Walkbase's ability to connect with its own sensors as well as WiFi and beacons makes its solution low-cost and fast to install and deploy. The company's platform also integrates with its parent company STRATACACHE'S digital signage.

Partnerships

There are no disclosed partnerships.

Integrations

There are no disclosed integrations.



Founded	HQ	Total raised	Estimated valuation	Last raised date	Last raised amount	Stage
2010	Finland	\$4M	\$16.3M	Nov 2013	\$4M	Acquired

Analyst spotlight

The relatively low installment cost for Walkbase's system has made it appealing to customers. For example, the company reports that it took just 3 evenings to configure its sensors and platforms in one store. In the longer term, Walkbase's integration with in-store technology from its parent company STRATACACHE could make it part of a full-store tech solution.





Company/ product factsheet

[View Profile on CBINSIGHTS](#)



Product description

Zensors' cloud AI platform connects to any CCTV, mobile camera, or its own devices to track human activity in real time. Its Smart Retail solution monitors shopper traffic across departments as well as safety issues like spills in real time. From there, the platform helps retailers make layout changes and staffing decisions, target marketing, estimate wait times, and ensure social distancing.

Competitive positioning

Zensors' machine-learning model quickly adjusts to new images and camera feeds. Its dashboard gives businesses and customers real-time information for wait times, conference room availability, and more. Its real-time alerts for retail helps employees respond quickly.

Partnerships

There are no disclosed partnerships.

Integrations

Axis Communications
Interlogix
Lorex
Sony
HikVision
Avigilon
Bosch

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CHALLENGER





CB Insights viewpoint

Founded	HQ	Total raised	Estimated valuation	Last raised date	Last raised amount	Stage
2017	United States	\$160K	Undisclosed	Aug 2021	\$0.13M	Seed

Analyst spotlight

Zensors' integration with existing hardware makes it an attractive option for retailers. It claims that retailers can save up to 12% in labor costs using its platform. While the company promotes its solution for "smart retail" and several other use cases, so far its most prominent clients have been in travel, including the Pittsburgh and Tulsa International Airports.





Company/ product factsheet

[View Profile on CBINSIGHTS](#)

Product description

Veda Labs' AI platform plugs into existing video feeds to track shopper traffic, journeys, and age and gender using its 3D depth-sensing technology and edge AI. It promises actionable insights to determine store design and product placement, along with measuring marketing performance and staff optimization.

Competitive positioning

Veda Labs is priced lower than competitors in the space, in part because its platform does not require new infrastructure in stores.

Partnerships

Satin Neo Dimensions
Panasonic
Penta Security
Quiktile
Kayimpex

Integrations

There are no disclosed integrations.



Founded	HQ	Total raised	Estimated valuation	Last raised date	Last raised amount	Stage
2017	India	\$10K	Undisclosed	May 2020	Undisclosed	Incubator/ Accelerator - II

Analyst spotlight

Like other camera-based competitors, Veda Labs offers a lower-investment solution by simply integrating with the retailers' existing cameras. The company also says installation is fast, promising timelines of less than a week. While its retail customer base is small, it has grown rapidly in the last year (from 1 to 6 retail clients). Veda Labs also plans to grow its headcount to 100 employees in the next 12 months.





Scanalytics Inc.

Company/ product factsheet

[View Profile on CBINSIGHTS](#)

Product description

Scanalytics makes floor sensors that track foot traffic and behavior throughout stores. The company offers foot traffic data and system analysis to identify the best tracking solution, with or without its sensors. Its AI Cloud Platform can integrate with a variety of people-counting technologies. It also offers historical, real-time, and predictive analysis of how shoppers move through a store.

Competitive positioning

Scanalytics' floor sensors are unique even among other sensor-based systems.

Partnerships

There are no disclosed partnerships.

Integrations

There are no disclosed integrations.



Founded	HQ	Total raised	Estimated valuation	Last raised date	Last raised amount	Stage
2012	United States	\$1.8M	Undisclosed	June 2018	\$0.53M	Debt

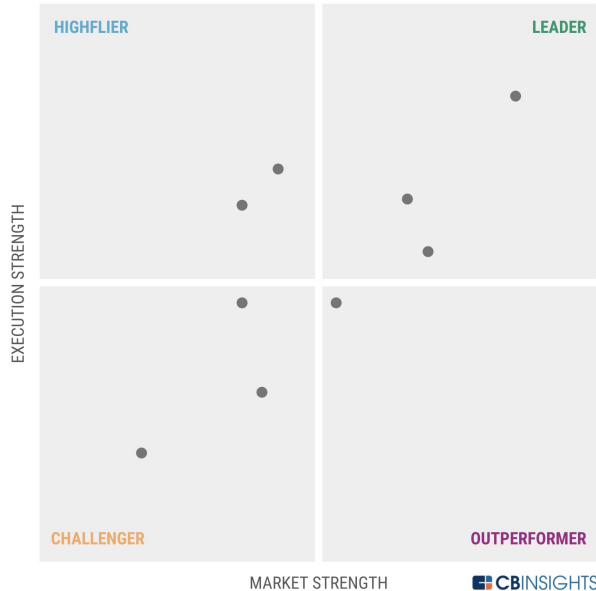
Analyst spotlight

Scanalytics' platform, sensors, and people-counting advisory services can be deployed across retail specialties. So far its biggest public client relationship is with McCormick Place, Chicago's convention center, where Scanalytics will install its smart floor across 2.6 million square feet of convention space. Its posted case studies also focus on conferences and trade shows.



Methodology

At a glance: ESP Vendor Assessment Matrix



How do I use the ESP Matrix?

- Technology buyers can identify vendors, gain a view into top vendors, and identify the relative traction of companies within a specific tech market.
- Decision makers looking at partnerships, investments, and M&A – or scouting a tech market ahead of a build, buy, partner decision.

How does the ESP Matrix work?

- The spatial positioning through our proprietary methodology allows for an easily absorbed view into fragmented technology markets
- Each quadrant may be of interest depending on tech buyers' aims:
 - Leaders are established in the category with rounded offerings
 - Outperformers are high in momentum with promising capacity
 - Highfliers are robust in resources and rich in opportunity
 - Challengers may surprise on the upside and credibly threaten established market conventions

At a glance: ESP Vendor Assessment Matrix

How are vendors selected for the matrix?

- Analysts choose the tech providers which should be considered for decision makers' short lists. These selections are based on data and on analysts' industry knowledge.
- Preference is given to vendors for which we have complete data. Although it is not a requirement, vendors which respond to a survey may have an advantage over those that do not.

What data is used to position vendors on the ESP Matrix?

Y Axis – Execution Strength	X Axis – Market Strength
Products and services	Total addressable market
Financial status and health	Value proposition
Sales model and go-to-market strategy	Packaging and pricing
Company details	Brand and marketing
Management team and leadership	Commercial outcomes

The methodology

The ESP matrix is the distillation of data and analyst insight into a clear picture of key private-company players in a technology market. The proprietary methodology integrates difficult-to-find inputs such as patent applications, business relationships, and private-company filings. It also incorporates Mosaic, our National Science Foundation-backed quantitative indicator of company health. The full array of signals — also including web, funding, and people data — determine a company's positioning relative to its peers. As the report is prepared, each company is evaluated against the same criteria in order to arrive at an easy-to-digest and consistent view into a market.

The ESP does not propose to be a complete picture of a tech market or a comprehensive view into its participants. The ESP focuses on private companies in each market under examination. It begins with a bottom-up view of the category by reviewing hundreds of company descriptions and

competitors through the CB Insights technology insights platform. Vendors are invited to respond to an online survey which collects additional data. The data on each of the companies is reviewed by our team of analysts who verify and augment the information collected and organized by our technology. Through distinct stages of analysis considered in the methodology, companies are selected for final inclusion in the matrix based on the overall quality as well as strength of signals pertaining to Market and Execution.

Some of the companies or vendors included in this report may be CB Insights clients. However, we never give preference to clients in the selection process. Companies cannot pay to be represented in the reports.

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