

Case Story

SERRA SHOPPING - SONAE SIERRA

Sonae Sierra is an international shopping centre specialist, with a passion for bringing innovation and excitement to the shopping and leisure centre industry. Incorporated in Portugal in 1989, as strategic shareholders Sonae, SGPS (Portugal) with 50% and Grosvenor (United Kingdom) with 50%. The Company owns or co-owns 39 Shopping Centres in Portugal, Spain, Italy, Greece and Brazil, with a total Gross Lettable Area (GLA) of more than 1,6 million m2. Currently, Sonae Sierra is developing 14 more projects in Portugal, Spain, Italy, Germany, Greece and Brazil, with a total GLA of more than 520.000 m2.

Serra Shopping in Covilhã Portugal opened in November 2005. The shopping and leisure centre includes 86 shops, with a Gross Lettable Area (GLA) of 17.677 m2, which include the presence of the most prestigious national and international brands, complementing the 37 local tenants that represent 40% of the centre's total GLA.



Why People Counting System?

Serra Shopping identified the need to measure the amount of people and cars entering the center, as well as understand which entrances are used the most and what

the peak times were for each entrance. This would enable Serra to better understand the traffic flow over the course of any given day and compare it over time. Serra Shopping

Center's main concern with a people counting solution is the accuracy to ensure successful analysis.

Solution

Serra Shopping has installed a complete PassCheck 3G system which collects real time information from sensors (MaxiTherm – thermal sensors) installed at all entrances of the mall. Besides the sensors at the entrances there are sensors installed at various points inside the mall to measure the amount of people inside different zones, some shops, and the cinemas.

Serra also decided to measure parking areas with PassCheck's car counting system. This system is connected to the main people counting system and monitors the number of cars in the parking garage and outdoor parking areas.

The web-based reporting system in the PassCheck 3G software automatically sends emails each morning with the statistical figures and graphs from the previous day.





Benefits from the PassCheck 3G System

CONCLUSION OF THE INVESTMENT

SERRA SHOPPING has been able to increase earnings and reduce costs in the following areas by using the information provided by the PassCheck system:

1. Fire Code Compliance
2. Analyze Flux of visitors and cars inside the building
3. Visitor budget measurement
4. Using the online information on number of visitors inside the building
5. Measurement of marketing impact
6. Benchmarking energy consumption per visitor

Based on the number of different types of reports that can be used, Serra has found that the PassCheck System is a useful tool to understand the flow of

people inside the mall during operation hours. This is important as the mall including cinemas and food court is open until late night. From this comes an understanding of which entrance visitor's use when they enter the mall.

Serra Shopping takes full advantage of the fact that the collected data stored in the SQL database can be imported into Microsoft Excel with WEB reports or directly into the Excel base analyze and report tool MaxiReport. These functions make it easy to export and work with the data on other platforms or workstations. It's even possible

“ PassCheck system allows us to work with forecasts to compare the actual values with the budget made for the mall. ”

ANTONIO PARRACHO

to work on the reports from home. Serra Shopping can monitor the number of visitors at all times to comply with the restrictions

from the fire department on how many visitors they are allowed to have inside the building. Serra follows up the number of visitors to be compared with the budget that is set for the mall. This follow-up of the forecasts is one of the most important reports used by the management of the mall.



Serra Shopping Center has been able to accurately measure the impact of its marketing campaigns, and track and forecast its annual visitor traffic flow budget more precisely. Serra uses the online information to monitor the total number of persons inside the building in real time.

