

# Business Activity Analytics

Help customers manage and monitor their business strategically

Business Activity Analytics is a new way to manage for business customers to protect their properties using their business cameras. By creating and using rules around movement or group gatherings, business owners can transform the way they protect their business. They can also schedule reports that aggregate daily, weekly, or monthly data to gather information and make informed decisions.



## OCCUPANCY + PEOPLE COUNTING

- + Draw a tripwire at the entrance to a location to determine total net occupancy at any given time with multi-directional counting
- + Receive notifications when occupancy is too high



## QUEUE MONITORING

- + Draw a ground zone to count how many people are in a defined area and measure their average wait time
- + Receive notifications when the queue length or average wait time exceeds a preset limit



## HEAT MAPPING

- + Draw a ground zone to track and visualize where people spend the most time within an area during a specified date and time range
- + Review a time lapse or single image heat map of a defined area



## PEOPLE COUNTING

- + Draw a tripwire anywhere within the property to count how many people cross that invisible line in one direction



## CROWD GATHERING

- + Draw a ground zone and count how many people are in a defined area at any given point
- + Receive immediate alerts when too many people gather in the defined area



## COMPATIBLE CAMERAS

Alarm.com  
Wi-Fi Cameras

ADC-V523  
ADC-V723  
ADC-V724

Alarm.com PoE  
Pro Series Cameras

ADC-VC827P    ADC-VC847PF  
ADC-VC727P    ADC-VC728PF  
ADC-VC838PF

## SERVICE PACKAGE REQUIREMENTS

Commercial Video 4 or 8 or 16  
Business Activity Analytics add-on

Visit the Alarm.com Partner Portal to access marketing, installation, and support resources.