

SureCOUNT™ is brought to you by Deki Electronics Ltd, a company that believes in innovation. Period.

We are the largest manufacturer of plastic film capacitors in India and innovation coupled with a focus on quality has got us to this position.

The company was established in 1984, in technical collaboration with Okaya Electric Industries Company Ltd, Japan, and we produce high quality film capacitors at our modern, automatic plant in NOIDA, India.

We now bring you a series of products that have innovation at their core and answer the unsaid needs and requirements of the burgeoning Indian business. These are unique items, manufactured in India, suit Indian conditions and come with easy and reliable service and support.



Helping business efficiency

Deki Electronics Ltd

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How good is your counting?

Presenting Deki SureCOUNT™ retail footfall information system.

Surprisingly easy to use, surprisingly accurate*.

How can better counting help you?

As a modern retailer or a store manager, it is critical for you to use data effectively.

- What are your slow moving SKUs?
- How well has a particular promotion worked?
- What is your inventory turn-around time?
- What are the staffing needs by location or time?

These questions, and many more, are best answered by an efficient, reliable and easy-to-use footfall counting mechanism that counts the number of people walking in and out of a store.

How easy is easy?



Consider SureCOUNT™ from Deki.

A complete, hassle-free, web-based, smart solution.

Just login to access information from anywhere.

Group your stores or outlets the way you want.

And, get your reports in an easy-to-understand format.

You even get to see your reports in a graphical format, to understand trends and get the macro-picture.

So, how is all this relevant to you?

Simply put, SureCOUNT™ gives information in an easy-to-analyse format. Something that is critical to organisations that aim to compete on efficiency.

How does easy-to-analyse help you?

For you as a RETAILER, with knowledge at your fingertips you can work better towards maximising sales.

With customer flow analysis, you can determine peak periods, fine tune your stocking plans and thereby reduce your inventory costs.



With SureCOUNT™ you can do better performance comparisons between different stores and decide new store locations.

To a STORE MANAGER, SureCOUNT™ delivers some additional benefits by way of efficient staffing, better staff scheduling and being able to work out staff incentives more accurately.

With accurate footfall counting, you can work towards cost-effective store management with better power utilisation and conservation.

Displays and promotions can be planned and tracked better and opening/closing hours can be fine tuned as per traffic flow and not on fixed times.

How is accuracy ensured?

SureCOUNT™ uses a bi-directional counting method to give you better accuracy*.

While uni-directional counting in most other footfall counters gives you an accuracy of 90-110%, with bi-directional counting accuracy comes in a narrower range of 94-96%.

PC/GPRS connection ensures tamper-free data collection and the SureCOUNT™ web-based software helps in intelligent data analysis.

How to get SureCOUNT™ working for your organisation?

To get increased efficiency through reliable accuracy with SureCOUNT™ just call us on 9311556638 or 9311556651 between 9.30am and 5.30pm, Monday to Friday. We will fix a meeting to analyse your requirements and suggest possible configurations.



SURECOUNT
RETAIL FOOTFALL INFORMATION SYSTEM

* Conditions apply