

# Gain insights into your business operations remotely.

Use case



## Challenges

The owner of multiple restaurants wants to review the movement of staff and customers throughout her restaurants, as well as improve pickup and drive-through operations. Avoiding clustered groups and lengthy pickup lines is important to the owner, so she needed to find a way to observe how customers navigate her restaurants. Her existing video systems provided some insight, but she wanted to gain a more detailed view into specific moments.



## Solutions

Solink is a cloud-based solution that provides visibility into the metrics that matter most. The owner has surveillance in place at each location, but with Solink, she is able to integrate this footage with her point-of-sale (POS) data to gain better insights into daily operations. With a highly searchable database of video footage, Solink helps to provide better context into transactions that occur at each restaurant.

And with additional selectable features including Heatmaps and movement detection, the owner could review unusual activity by setting alerts for specific cameras or specific regions that were viewable by her surveillance cameras. These selected alerts are recorded in a daily digest and can be shared via email with the appropriate team members.



## Benefits

With the Solink app, available on select iOS and Android® devices, the restaurant owner is able to reduce the need for daily store check-ins while continuing to monitor the efficiency of her drive-through and curbside pickup options. The owner sets predetermined filters so that she can review times when traffic is especially heavy and staff up as needed. This means that customers get their food quickly, and she can determine if hours need to be reduced or extended.

The movement detection and movement alert feature of Solink also helps the restaurant owner gain insight into traffic patterns so she can create better flow and avoid overcrowding.

Solink is hardware agnostic, integrating with many video systems so the business owner doesn't need to upgrade to expensive new technologies, cost-effectively providing new insights into operations.

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## Learn more:

To learn more about Solink, contact your Verizon Business Account Manager.