

**Syenap Property is a leading analytics solution provider using onsite video and data feeds to understand, predict and impact customer activity and enable strategy alignment.**

Syenap Property delivers real time, predictive and historical information about the way in which customers navigate their environment and how this changes over time, naturally or as a result of management staged interventions.

Syenap Property will unlock new insights and possibilities, and create a sustainable competitive advantage. With sophisticated analytics, Syenap Property can substantially improve decision-making, minimise risks, and uncover valuable insights that would otherwise remain hidden. Syenap Property provides the integration between real time customer behaviour and other sources to allow mall owners to understand not only what did happen, but also what didn't happen and therefore create opportunities where none existed before.

*Syenap Property is fully compliant with all privacy legislation as customers are not individually identified.*

### The Syenap Property value proposition:



**Revenue Generation:** Accurate data provides valuable information for long term strategic thinking, for better predictions and better decision-making.



**Operational effectiveness:** Drive process and performance improvement. Execute current initiatives more effectively, enhance productivity and increase quality and consistency of service.



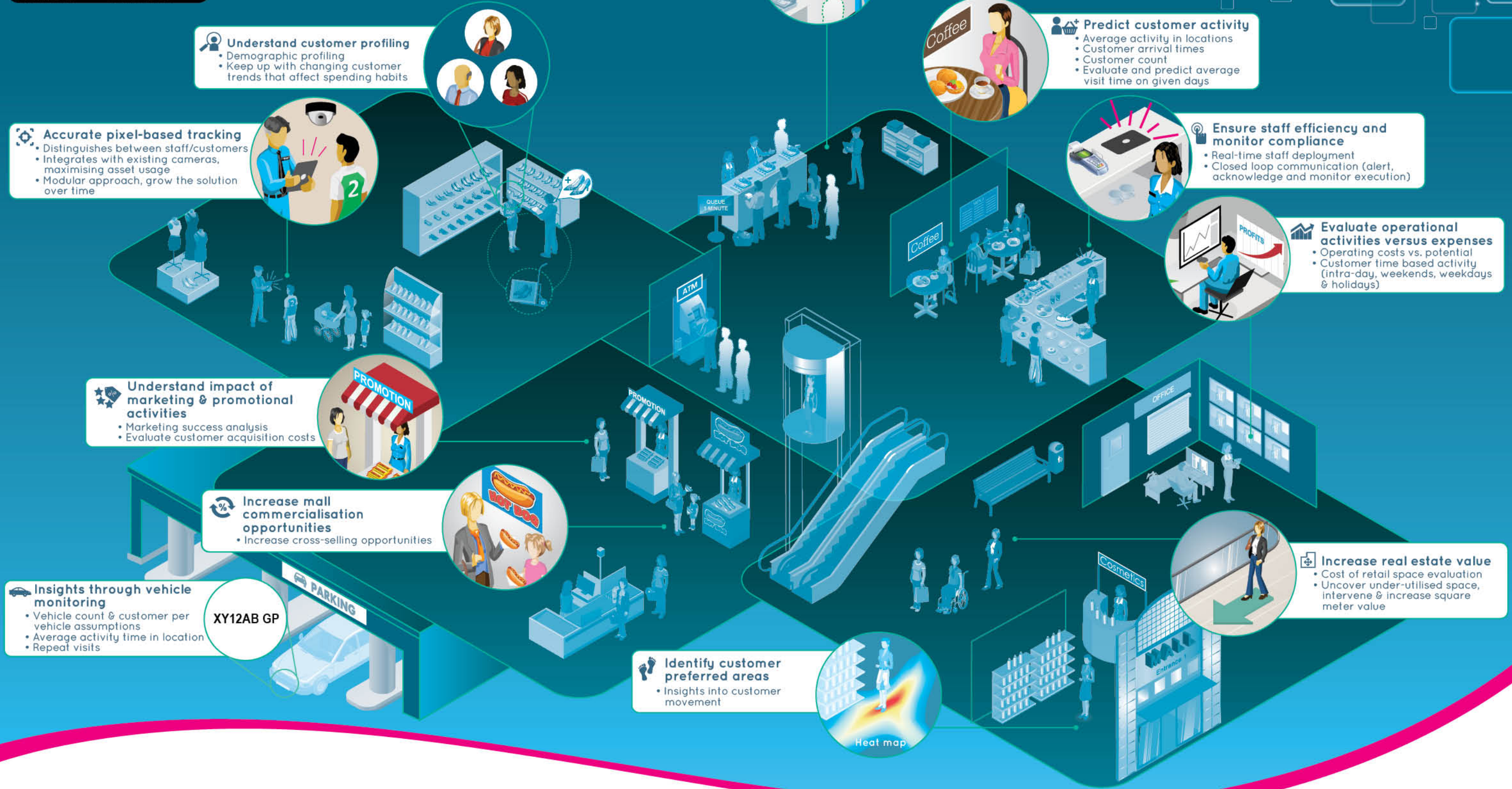
**Cost efficiency:** Real time utilisation of operational tools leads to a significant cost reduction. Measuring, and therefore managing more precisely, leads to better staff deployment and a reduction in manual interventions.







The Syenap solution allows malls to understand customer activity, intervene and enhance factors that lead to success.



 **Maintain short term, medium term and long term strategy and predict degree of success**

**The Syenap Property analytics process**







## Why Syenap?

### International Credibility

Our platform is deployed around the globe at airports, sea ports, shopping malls, retailers and transportation hubs.

### Expertise

Syenap Property has the expertise and infrastructure in place to allow for Big Data analysis and integration. Syenap Property works closely with the client, to understand what changes will have the highest impact for the cost and time invested.

## Contact Syenap

### SYENAP

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# Syenap

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