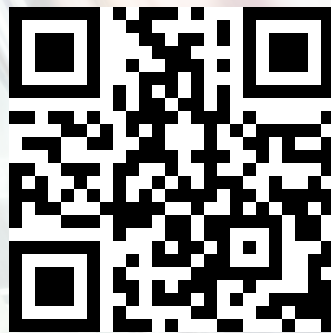




**Who Better to Meet Your
Retail Electronics Needs
Than an Electronics
Manufacturing Company with
4 Decades of Experience?**



www.suresolutions.in



Deki Electronics is India's largest manufacturer of film capacitors, we ranked as the third largest electronic component manufacturer in the country by EB Times. Since our founding in 1984, we've maintained a steady annual growth, becoming a leading player in the electronics manufacturing industry.

Manufacturing Excellence

Our state-of-the-art facility in Noida (NCR Delhi) has an annual capacity of 1.2 billion capacitors, reflecting our commitment to high-quality production. The Deki team, comprising over 650+ dedicated members, is driven by a shared vision to be a "company that makes India proud."

Innovation and Customer Focus

We are an innovative, customer-driven organization. Our R&D center, approved by the Department of Scientific and Industrial Research (Government of India), is instrumental in developing new products that generate 25% of our sales. We also provide top-notch application engineering support to our 300+ customers worldwide.

Quality and Certifications

Deki's systems and processes are certified to meet international standards, including TS 16949:2000, ISO 9001:2008, ISO 14001:2004, and OHSAS 18001:2007, ensuring consistent quality and safety.

Empowering Leadership

Our "shared ownership" culture, rooted in open, transparent, and participative management, fosters leadership development at all levels. This bottom-up approach energizes our team and contributes to our sustained success in the global marketplace.

Industry Leadership

Deki actively contributes to policy advocacy to transform India into a globally competitive manufacturing destination. Our Managing Director, Mr. Vinod Sharma, has held prominent positions, including President of ELCINA, Chairman of ESC, and Chairman of the CII National ICTE Committee.

Looking Ahead As we continue to grow, we're exploring new opportunities in other electronic components and innovative products. We're excited to leverage our experience and expertise to meet the evolving needs of the electronics industry.

We Serve Solutions

Our legacy at **SureSolution** stems from **Deki Electronics Ltd**,
India's leading electronic components manufacturer.



Electronic Article Surveillance

Our EAS uses contactless technology for enhanced security, ideal for various retail outlets.



Footfall Counting Machine (FFC)

Accurate footfall data, privacy-safe, and reliable in all light conditions. Provides detailed web reports and stays precise in high-traffic settings.



EAS Tags

Made in India, these high-quality, easy-to-apply sensor tags protect merchandise and ensure a seamless customer experience.



Electronic Shelf Labels (ESL)

This is a display system that replaces traditional paper labels on the shelf.



RFID Inventory Management

Elevate your business by enhancing the shopping experience with a targeted delivery system.



Wet Tissue Dispenser

SureFresh Wet Towel Rolls: 100% plant fiber, super soft, and highly absorbent for gentle, effective cleaning and freshness.



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ACCURATE AND PRIVATE PEOPLE COUNTING



**ACCURATE CUSTOMER
INSIGHTS**



**ADULT AND CHILD
DETECTION**



**STAFF DETECTION
(USING LANYARD)**



**GENDER
DETECTION**



**GROUP
DETECTION**



**CROSS-DEVICE
INSIGHTS**

SURETMSOLUTIONS

Powered by DEKI

About us

SureSolution is a division of Deki Electronics Ltd. that focuses on the retail industry with a range of innovative products and solutions. With a stated objective of helping retail efficiency Sure Solutions has built up a portfolio that covers complete product range.

Sure Solution draws upon the strengths of Deki that provides its customers best in class services and support.

ADVANCED FOOTFALL INFORMATION SYSTEM



Our motto is to create a vast amount of data which can be used for the growth of your business. These analysis are very helpful in future planning and growth of your particular outlet. Our system is created by very well experienced personnel in order to be user friendly and highly interactive with our respective customers. This system will sure revolutionise your business and bring your brand to greater heights with very less effort required. We are the best in what we do and yes, we can prove it.

Thank you.



Administrator Login

We are really proud to introduce you to a state of the art technology to analyse the customer flow into a particular outlet where our technology is present. We provide you with graphical representations of hourly, daily, weekly, monthly and yearly customer flow into a targeted outlet, thus we help you to manage your preferred store strategically for the upcoming month and boost your sales. Our system provides an easy to access administrator logins for your distinguished hierarchy of administrators. From COO to store manager each administrator has separate logins so that the desired data is only accessed by a single spectrum of the corporate hierarchy. Our easy to use interface allows you to access the data and use it for your growth in a targeted area or a targeted outlet. Once upon a time these analysis were considered as a complex and complicated task, but now it is in your fingertip. These sensitive data is a very useful tool which is going to play a huge role in your business. Our analysis are very sharp and precise it makes it worth your investment.

PD
237,794**PREVIOUS DAY(PD)**

The PD shows the data of the footfall in the previous day who have entered the store. From this widget we can understand that in the previous day there were 2,37,794 people who have entered the store. This is the main use of the previous day footfall data.

CD
304,156**CURRENT DAY(CD)**

The CD shows the data of the footfall in the current day who have entered the store. From this widget we can understand that in this particular day there were 3,04,156 people who have entered the store. Thus we can find the current day footfall data for future analysis.

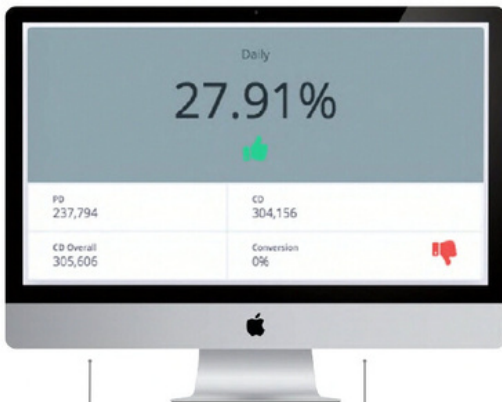
TO MONITOR THE DAILY FOOTFALL ACTIVITY

CONVERSION

The conversion is used to calculate the total conversion rate in that particular ticker widget. That means, the total number of people who entered the store on the day and the total number of invoices generated on the day To unlock this feature the store must share their invoice count every day with SURECOUNT and we will help you with more useful outputs.

Conversion
0%CD Overall
305,606**CURRENT DAY OVERALL(CD OVERALL)**

The CD overall shows the data of the footfall in this overall day. From this widget we can understand that in this day there were about 3,05,606 people who have entered the store overall. This will help us to get a good insight of today's overall footfall for future comparisons.



PYM
 602,827

PREVIOUS YEAR THIS MONTH(PYM)

The PYM shows the footfall data in the current month of the previous year. From this widget we can understand that in the current month of the previous year there were 6,02,827 people have entered this outlet. This data can be compared with this months this year data and can be analysed.

 TYM
 565,647

THIS YEAR THIS MONTH(TYM)

The TYM footfall data shows the amount of customers who have entered this outlet this month in this year. From the widget we can find that about 5,65,647 people have entered this store this month this year. This data now can be compared with other data for analytical purposes.

TO MONITOR THE MONTHLY FOOTFALL ACTIVITY

CONVERSION

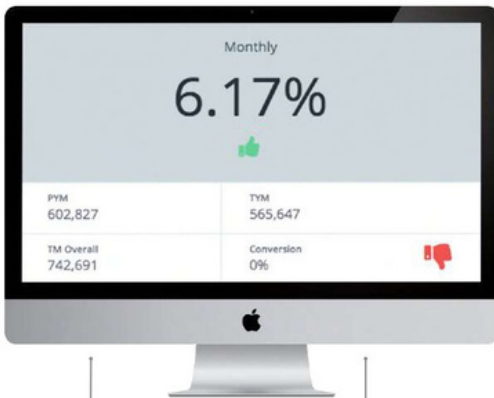
The conversion is used to calculate the total conversion rate in that particular ticker widget. That means, the total number of people who entered the store on this month and the total number of invoices generated on this month. To unlock this feature the store must share their invoice count every day with SURECOUNT and we will help you with more useful outputs.

 Conversion
 0%

 TM Overall
 742,691

THIS MONTH OVERALL(TM OVERALL)

The TM overall data shows the footfall in this overall month. From this widget we can understand that this month there were about 7,42,691 people who have entered the store overall. This will help us to get a good insight of this month's overall footfall for future comparisons.



1 PREVIOUS YEAR THIS WEEK(PYW)

The PYW shows the footfall data in the current week of the previous year. From this widget we can understand that in the current week of the previous year there were 1,47,043 people have entered this outlet. This data can be compared with this week this years data and can be analysed.

2 THIS WEEK OVERALL(TW OVERALL)

The TW overall data shows the footfall in this overall week. From this widget we can understand that this week there were about 1,71,516 people who have entered the store overall. This will help us to get a good insight of this weeks overall footfall for future comparisons.

3 THIS YEAR THIS WEEK(TYW)

The TYW footfall data shows the amount of customers who have entered this outlet this week in this year. From the widget we can find that about 1,31,073 people have entered this store this week this year. This data now can be compared with other data for analytical purposes.

4 CONVERSION

The conversion is used to calculate the total conversion rate in that particular ticker widget. That means, the total number of people who entered the store on this week and the total number of invoices generated on this week. To unlock this feature the store must share their invoice count every day with SURECOUNT and we will help you with more useful outputs.



TO MONITOR THE WEEKLY FOOTFALL ACTIVITY

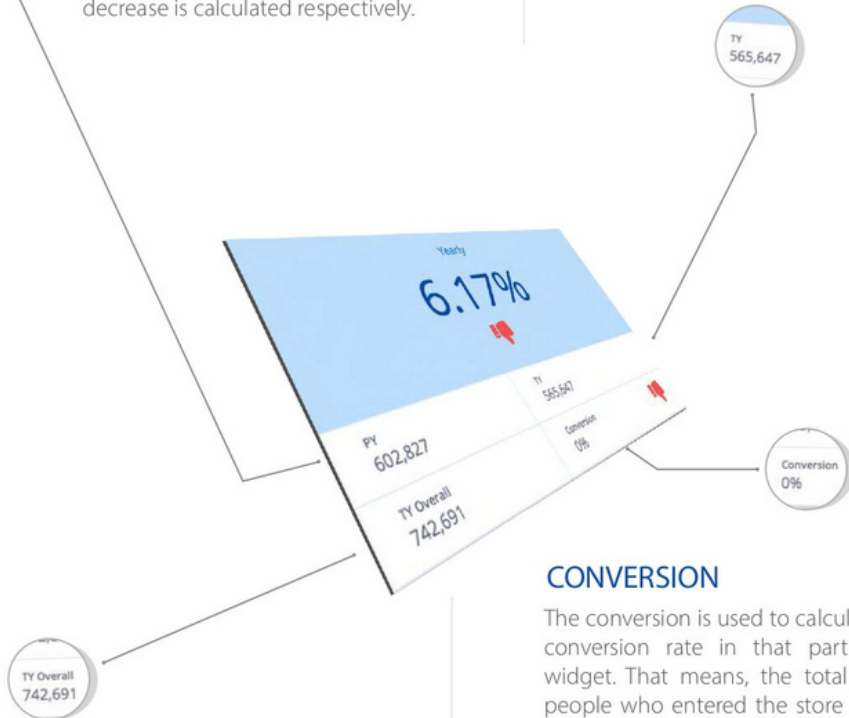
Weekly ticker is a widget used to show the data of your weekly footfall count and calculates the difference between the previous year this weeks data and this year this weeks data in terms of percentage. The increase or decrease in footfall is shown in thumbs up or thumbs down sign.

PREVIOUS YEAR(PY)

The PY footfall data is shown in this particular widget the number of customers who have entered the store the previous year is 6,02,827 people. this data can now be compared with other data for analytical purposes and the rate of increase or decrease is calculated respectively.

THIS YEAR(TY)

The TY footfall data is shown in this particular widget. the number of customers who have entered the store this year is 5,65,647 people. this data now can be analysed for future uses.



THIS YEAR OVERALL(TY OVERALL)

The TY overall data shows the amount of people who have entered the store overall this year in total. The number of people who have entered the store this year overall in total is about 7,42,691 people. Now this data can be used for the analysis and comparison of other data.

CONVERSION

The conversion is used to calculate the total conversion rate in that particular ticker widget. That means, the total number of people who entered the store on this year and the total number of invoices generated on this year. To unlock this feature the store must share their invoice count every day with SURECOUNT and we will help you with more useful outputs.

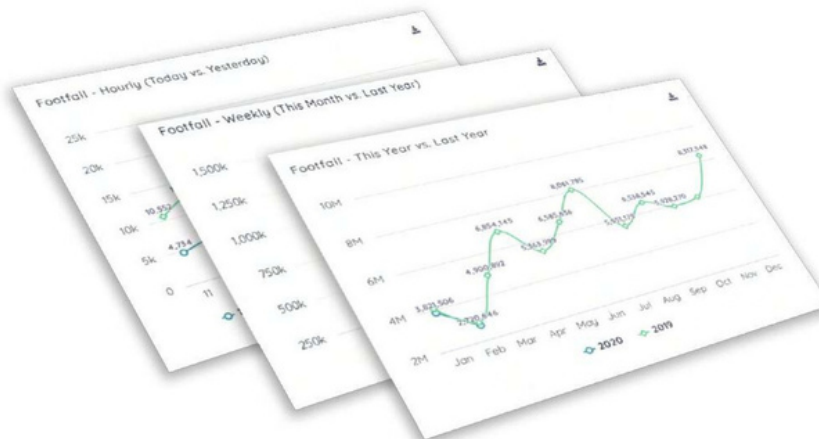
The data analytics is usually used for the analysis of the footfall data of two different periods of time. Our method shows clear graphical representation of two different data for analysis.

FOOTFALL HOURLY (TODAY vs. YESTERDAY)

Footfall hourly is an useful graphical representation for short analysis of your particular shop or outlet in a certain region. This graph shows two different data in their graph one data is the graphical representation of today's footfall count and the other data is the graphical representation of yesterday's footfall count. This particular graph has the hourly data in one axis and footfall data in other axis. This analysis merges both the graphs of yesterday and today and displays in a single graph for easy user analysis.

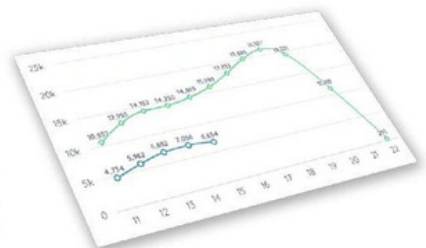
FOOTFALL WEEKLY (THIS MONTH vs. LAST MONTH)

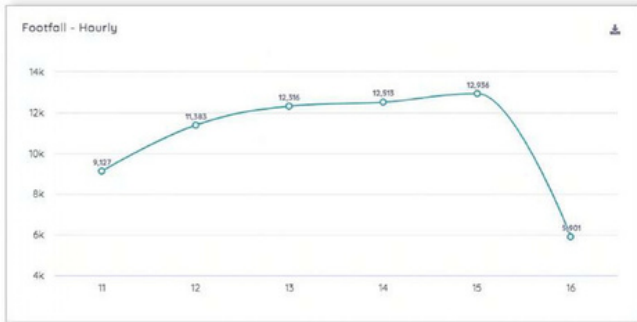
Footfall weekly analysis is a very useful feature which is used to analyse the data between two weeks. This analysis uses graphical representation to show you the comparison of two different weeks, That is the comparison of footfall count of the current week (8th week of 2020) vs. (8th week of 2019). We compare this week this years data with this week of the previous years data because seasonal and festival months can impact the sales of a particular shop or an outlet. This graph shows the weekly data in one axis and footfall data in other axis.



FOOTFALL (THIS YEAR vs. LAST YEAR)

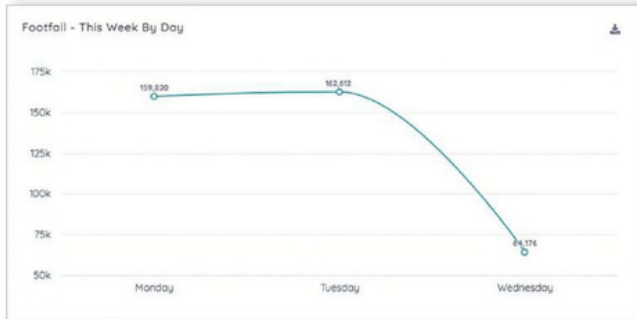
Footfall yearly data is considered as the most important analytical data of them all. These data can be used for the analysis of profits and losses and the reasons for them. This data is shown in the form of graphical representation for easy user understandings. This year's footfall data is merged over the previous years footfall data for simplifying the comparison process. This graph has months of a year in one axis and footfall data in other axis. These data are very important because this can be used for the strategic planning of the upcoming years sales.





FOOTFALL HOURLY

This hourly graph data shows the graphical representation of the footfall every hour in a particular day. Now this graph will be greatly useful in the process of checking the increase and decrease curves of footfall in a particular day for analytical reasons. From this graph we can clearly see that there were 9,172 people entered the store at the 11th hour.



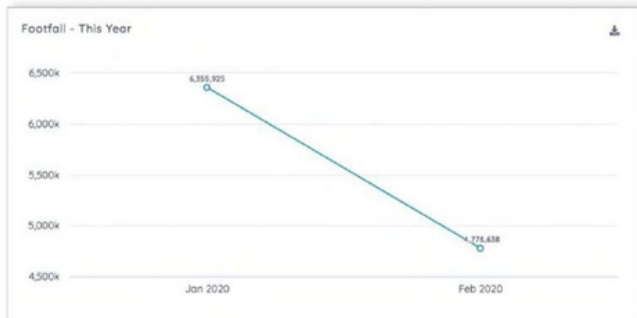
FOOTFALL - THIS WEEK BY DAY

This week by day data shows the graphical representation of the footfall every day in a particular week. These graphs can be used to do weekly analysis of the footfall count and be strategic in business. . From this graph we can clearly see that there were 1,59,820 people visited the store this Monday .



FOOTFALL - THIS MONTH BY WEEK

This month by week analysis shows the graphical representation of the footfall every week in a particular month. These graphs can be used to do monthly analysis of the footfall count by weekly data . From this graph we can clearly see that there were 14,90,695 people visited the store at week 6 of the current year



FOOTFALL - THIS YEAR

This shows the graphical representation of the footfall count of this year in monthly basis. This graph can be used to compare the footfall increase or decrease between two months of a particular year. From the graph we can clearly see that there is a decline in footfall rate in this year between January and February.

FOOTBALL HOURLY (TODAY vs. YESTERDAY)

This comparison graph is an excellent graphical representation to differentiate the footfall data between today's data and yesterday's data. This graph shows two different data in their graph one data is the graphical representation of today's footfall count and the other data is the graphical representation of yesterday's footfall count.



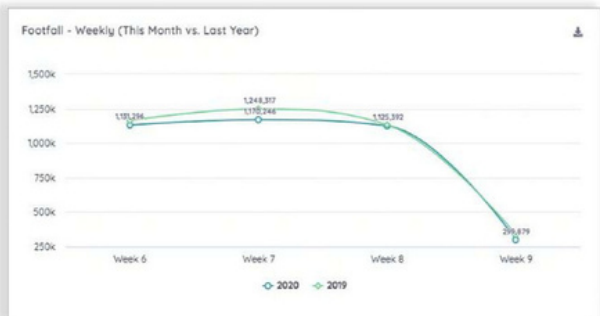
FOOTBALL DAILY (THIS WEEK vs. LAST YEAR)

This data is used to differentiate the footfall count of this week in this year vs. the same week in last year. This graph shows two different data merged together for clear understanding. This graph compares the data between the 9th week of 2020 vs. the 9th week of 2019.



FOOTBALL WEEKLY (THIS MONTH vs. LAST YEAR)

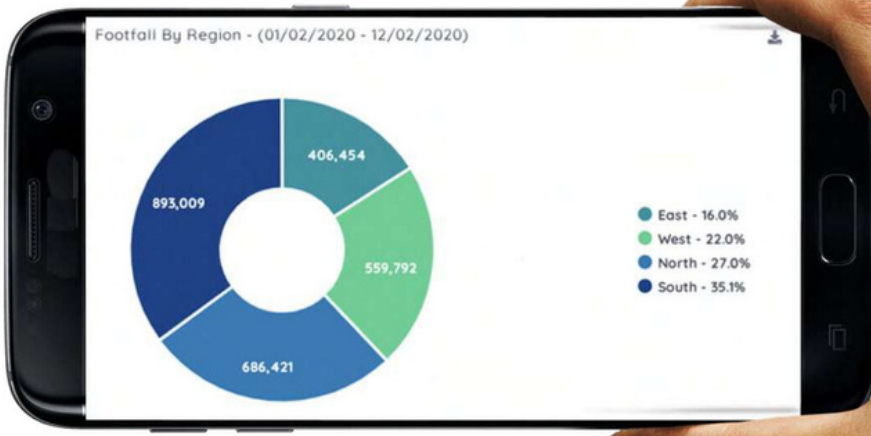
This analysis is between two same months of this current year and the previous year. Both the data is merged together in a single graph for easy comparison and easy analytical purposes. This graph compares the footfall data of February 2020 vs February 2019. Thus it helps us analyse and plan for our outlet strategically.



FOOTBALL (THIS YEAR vs. LAST YEAR)

This data is used to differentiate the footfall count of this year and last year with monthly data in their respected axis. This graph has months of a year in one axis and footfall data in other axis. These data are very important because this can be used for the strategic planning of the upcoming years sales.





PIE CHART

Pie chart is a common way of data analysis for decades, Our footfall by region data is represented in the form of pie chart, this will help the user for easy data comparison and easy data analysis. This pie chart shows the footfall data of four different region with different colours North, South, East and West. This type of pie chart helps us to easily pickup the footfall data by region. We have also added several features in this pie chart. With just some clicks we can see the footfall in region to the footfall in a particular area or a particular shop in that regional area. There are several radio buttons present in the controller and these with just selecting these radio buttons we can precisely select a particular store. The transparency of the tool is limited to the hierarchy of the administrators. The admin will be able to access each and every single store in all of the regions. while a store manager can only access the data of his particular store. This allows the data to be secured and to be confidential to the targeted administrators. Thus the analysis can be made and several changes can be bought to your particular region or particular outlets.

☒ Client India

☒ South

☒ Karnataka

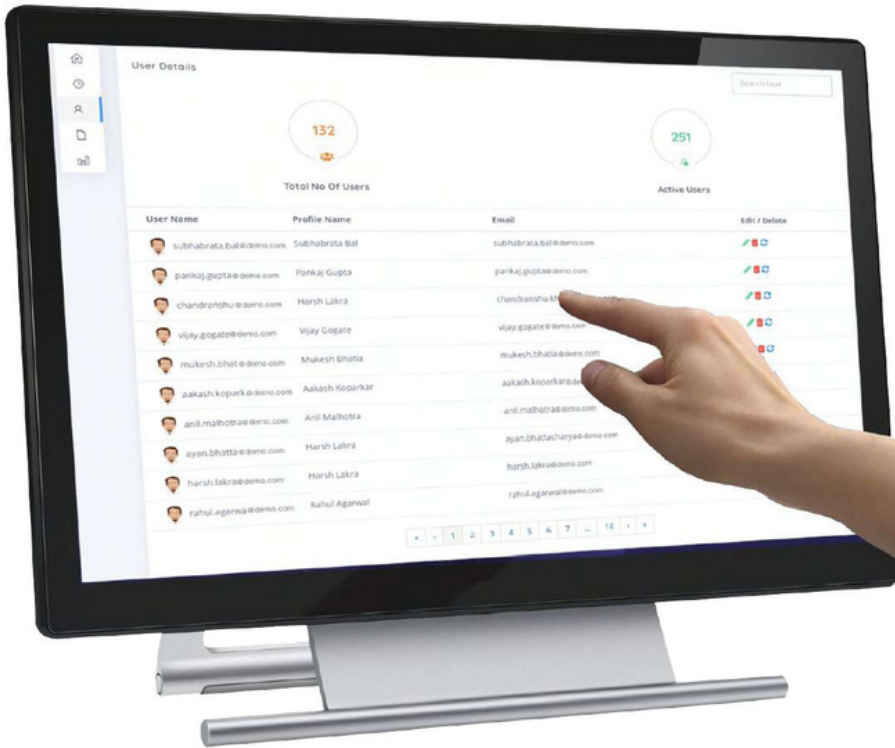
☒ Tamil Nadu

☒ TN01

☒ Chennai

☐ Annanagar

☒ EA Mall



USER MANAGEMENT

User creation is one of the important area of administration, our technique is more simple and easy to use. The user menu in the dashboard tool is used to create and give permissions to the users. The user detail area is where we can find all the user information in this particular area we can see data such as the total number of users who have access for this system and also the number of users who are currently active in the system. Administrator will also have access to see the user name, profile name and e mail of every user who have access to the systems. The dash board is also used to see all the reports and the legacy reports. This user panel is where we will create the new user and his or hers permissions and restrictions. This helps the overall data to be confidential and can be only seen by the administrator who has the permission to see the content. We can also select the type of user according to the hierarchy they belong. From COO to Store Manager can be assigned certain permissions and restrictions. We can also add levels to the user, For example, If we are going to create a account for a general manager of certain number of stores we can give him the access in this panel.

Add Levels To User

☒ Client India

☒ West

☒ Mumbai

☒ Colaba
☒ R Mall
☒ Gowalia Tank
☒ Dadar TT
☒ Infinity Malad

Reset

ADD LEVELS TO USER

The COO usually have access to every single stores data in every area. But the person next to him in the hierarchy wont have access to the data as much as the COO. This is to maintain a confidentiality to the data. While creating a store manager user account who glance.

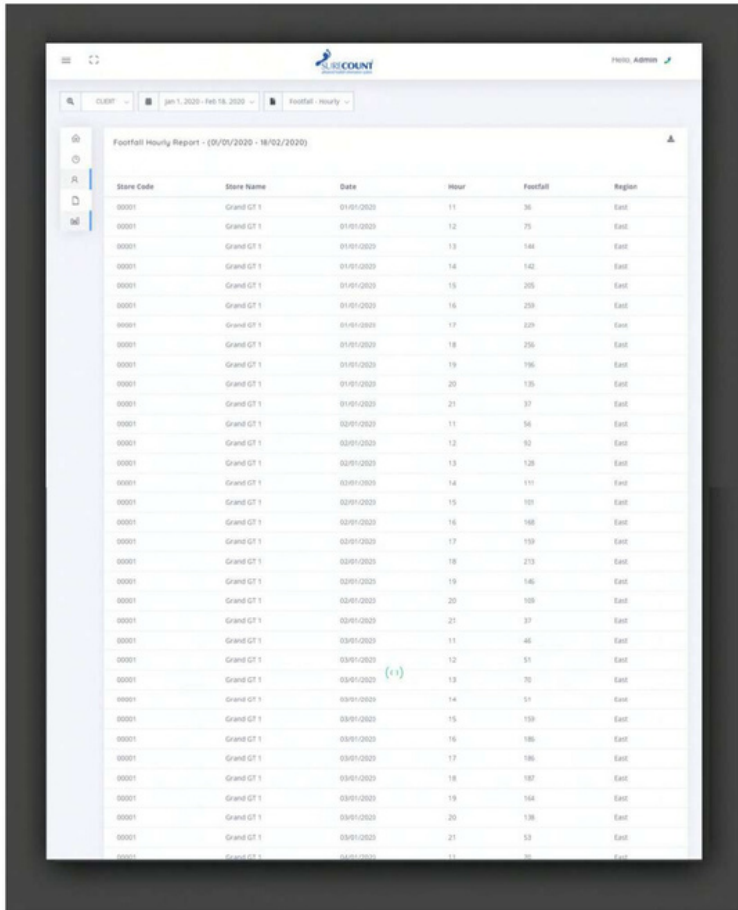
User Type	Select User Type	Parent Type	Select User Name
Select Template	☒ Admin Template ☐ GM Template ☐ Store Template ☐ Management Template (Mobile App Only) ☐ RM Template ☐ DM Template		
Permission	☒ Add Report ☒ Delete Report		

Cancel

Save

USER TYPE

Every corporate has a certain form of hierarchy in their administrative system. In the user type drop down menu we can find several spectrum of hierarchy listed in it we can select the desired position, These positions goes from the COO to the store manager and we can also select the type of template the particular user type has access to. The admin is the only person who has access to all the templates while the General



The screenshot displays the SURECOUNT Legacy Report interface. At the top, there's a navigation bar with the SURECOUNT logo and a 'Photo: Admin' link. Below this is a search bar with 'CLUB' and a date range 'Jan 1, 2020 - Feb 18, 2020'. A dropdown menu shows 'Football - hourly'. The main content area is titled 'Football Hourly Report - (01/01/2020 - 18/02/2020)'. On the left, there's a sidebar with icons for Home, Reports, and Data. The main table has columns for Store Code, Store Name, Date, Hour, Footfall, and Region. The data shows footfall for 'Grand GT 1' across various dates and hours, with values ranging from 35 to 205. A red circle highlights a value of 11 in the 'Footfall' column for the date 02/01/2020 at hour 11.

Store Code	Store Name	Date	Hour	Footfall	Region
00001	Grand GT 1	01/01/2020	11	35	East
00001	Grand GT 1	01/01/2020	12	75	East
00001	Grand GT 1	01/01/2020	13	144	East
00001	Grand GT 1	01/01/2020	14	140	East
00001	Grand GT 1	01/01/2020	15	205	East
00001	Grand GT 1	01/01/2020	16	259	East
00001	Grand GT 1	01/01/2020	17	229	East
00001	Grand GT 1	01/01/2020	18	236	East
00001	Grand GT 1	01/01/2020	19	196	East
00001	Grand GT 1	01/01/2020	20	135	East
00001	Grand GT 1	01/01/2020	21	37	East
00001	Grand GT 1	02/01/2020	11	54	East
00001	Grand GT 1	02/01/2020	12	60	East
00001	Grand GT 1	02/01/2020	13	126	East
00001	Grand GT 1	02/01/2020	14	111	East
00001	Grand GT 1	02/01/2020	15	101	East
00001	Grand GT 1	02/01/2020	16	168	East
00001	Grand GT 1	02/01/2020	17	159	East
00001	Grand GT 1	02/01/2020	18	213	East
00001	Grand GT 1	02/01/2020	19	140	East
00001	Grand GT 1	02/01/2020	20	109	East
00001	Grand GT 1	02/01/2020	21	37	East
00001	Grand GT 1	03/01/2020	11	46	East
00001	Grand GT 1	03/01/2020	12	51	East
00001	Grand GT 1	03/01/2020	13	70	East
00001	Grand GT 1	03/01/2020	14	51	East
00001	Grand GT 1	03/01/2020	15	159	East
00001	Grand GT 1	03/01/2020	16	186	East
00001	Grand GT 1	03/01/2020	17	180	East
00001	Grand GT 1	03/01/2020	18	187	East
00001	Grand GT 1	03/01/2020	19	164	East
00001	Grand GT 1	03/01/2020	20	136	East
00001	Grand GT 1	03/01/2020	21	53	East
00001	Grand GT 1	04/01/2020	11	39	East

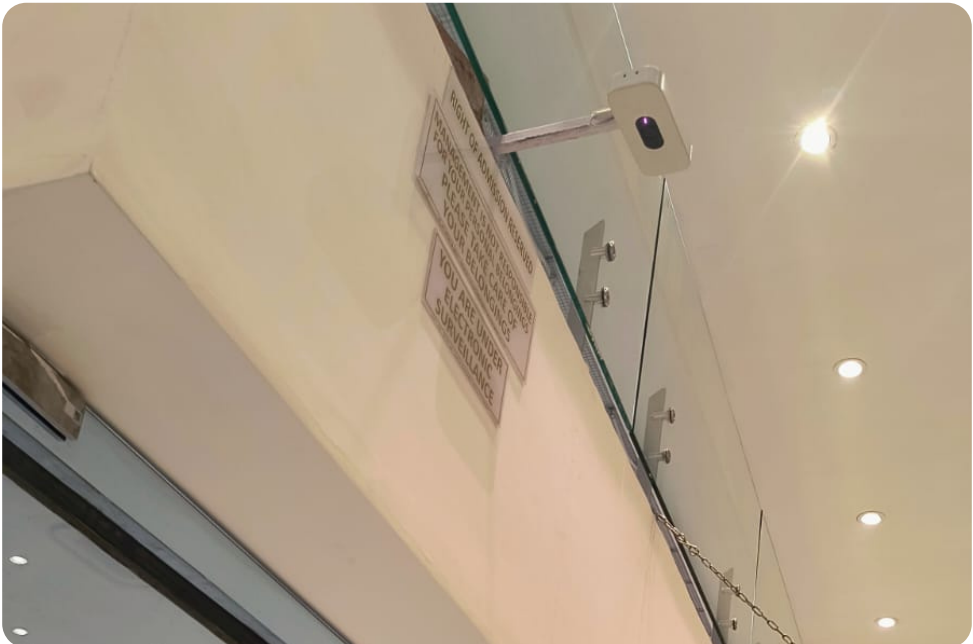
REPORT

The legacy reports can be accessed via the dash board. The legacy report will show the entire report of data. We can access these reports from a certain store in a certain time by accessing the command bar. the command bar consists of three divisions those are Region, Date and time. By selecting the region drop down menu we can select a particular store in a particular region and in the date section we can select the from date and to date and we can also access the legacy report by time. The legacy report has six information tabs they are Store code, Store name, Date, Hour, Footfall and region. The legacy report is the clear overview of the entire data.

SOME OF OUR INSTALLATIONS IN INDIA



SOME OF OUR INSTALLATIONS IN INDIA





A Division of  **Deki**



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