

## C2RO

# **ENTERA**

### Maximizing the Value of Video Data with Al-Powered **Biometric-Free** Analytics

<sup>1</sup>C2RO Website, https://www.c2ro.com/. Intel does not control or audit third-party data. You should consult other sources to evaluate accuracy.

ENTERA's GDPR-compliant video analytics platform empowers customers to maximize the value from their mission-critical video data. It brings the analysis capabilities typically associated with the online world into physical environments, thereby offering comprehensive insights throughout the entire customer journey. Powered by AI, ENTERA can be deployed across a wide range of use cases, from enhancing the retail customer's purchasing experience to improving transportation and manufacturing efficiency. ENTERA utilizes 100% FACELESS AI to ensure data is captured safely	
and never requires facial processing to protect all visitors' personal and uniquely identifying	
information. Meanwhile, ENTERA's non-biometric data offers greater accuracy and relevance than	
traditional systems with the ability to leverage 10X the amount of contextual data <sup>1</sup> – empowering	
users to fully understand their customers and operations, enabling data-driven decisions that	
directly impact company profitability.	

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**Conversion Funnel** 

Analysis

Kev Features

#### Verticals:

- Retail/Commercial
- Transportation
- Smart City
- Manufacturing
- Industry 4.0

Management
Production Safety &
Quality of Service

Optimization

Revenue Growth

Use Cases:

Proprietary 100%

FACELESS AI™

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Country/Geo:	Learn more:	
<ul> <li>North America</li> </ul>	C2RO Website	

Real-Time

Alerts

- Asset & Operations North America
  - Latin America Western Europe
  - - C2RO Customer Use Case Page

Page

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Scalable AI-SaaS

Architecture

ENTERA Product

### C2RO's predictive algorithm allows us to cross anonymized and aggregated data, detect patterns, anticipate changes in trends, and have reliable data. KPIs are presented graspable way and effectively track your CX progress to help drive growth for your business. Most importantly, all the data complies with the data privacy regulations, which is a must in today's business environment."

Senior Product Manager, IoT and Big Data Service Provider

#### Intel Products and Technologies

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