



# Admira **Dashboard**

Collect. Analyze. Visualize. **Decide**

The dynamic data visualization tool focused on business intelligence for your Digital Signage, IoT or Smart Cities circuits.

## Dashboards with the data from our digital circuit and the main KPIs to make better decisions

Admira Dashboard is a tool integrated into the Admira Platform. It is specifically designed for Digital Signage, IoT and Smart City circuits. The system monitors, analyzes and visualizes the main KPIs and metrics, which are compiled in a single section in a clear, precise and understandable way.

### The best dashboard tool for digital signage



### Practical

Orientation and guide tool for the full team. It provides the most relevant and necessary information to improve results.

### Visual

Data displayed clearly and easily, with color codes and different types of graphics.

### Personalized

Dashboard fully configurable to the needs of each type of user, department, market or advertising campaign.

### Accurate

Information generated in real time, historical or evolving over a specific time range.

## For all departments



### Marketing

Full control of consumer behavior before the broadcast of our campaigns.



### Financial

Inventory visibility and traceability of device entry and exit movements.



### Technical support

Detailed control of the health of the digital circuit and technical maintenance actions.



### Management

Strategic vision with information of great value to decide the management of the digital strategy.

## For all businesses and sectors



### Retail

React to market evolution and unexpected consumer changes.



### Professional services

Collect and share detailed information with your customers.



### Hotels and restaurants

Control the disposition of the players in your spaces, individually, globally or by markets.

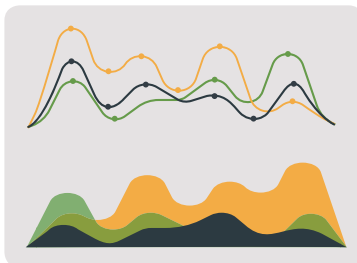


### Advertising

Monitor the points of emission of the advertising campaigns, and collect information of great value for the advertisers.

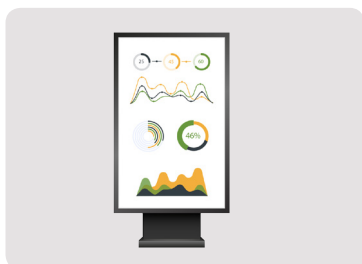
## Features of Admira Dashboard

- Cross information: historical, real-time and links to details.
- Modular and customizable tool for each user.
- Organization in multiple panels, custom widgets and permissions per user.
- 5 types of widgets available according to the type of information to be displayed.
- Visual support with several types of dynamic and interactive graphs and maps.
- Fully customizable universe: choose only the segment of your circuit that you want.
- Dozens of applicable filters to get to the detail of your circuit.
- Possibility of exporting data in spreadsheet and RAW format.



## Maximum integration with the Admira Ecosystem

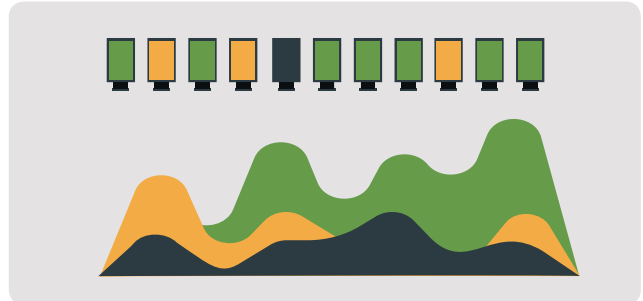
- Cast your panels and widgets on screens and videowalls, and turn your office into a great control center.
- Use it with Admira HelpDesk, to collect data from incidents and open tickets on the Dynamic Map.
- Save time through shortcuts to other sections of the Admira Platform.
- Integrate Admira Analytics and take advantage of all the measurement and analysis information from your audience.



## 5 types of widgets and infinite customization possibilities

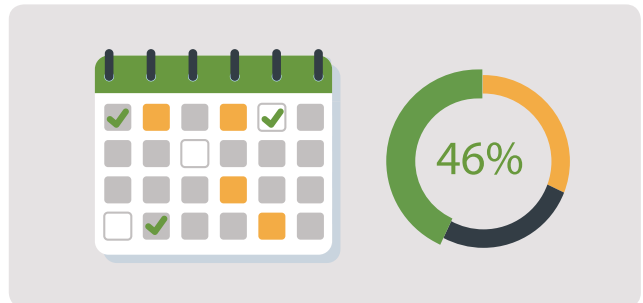
### Status of the circuit

Overview of the circuit or a segment chosen by the user. Cause details and open incidents.



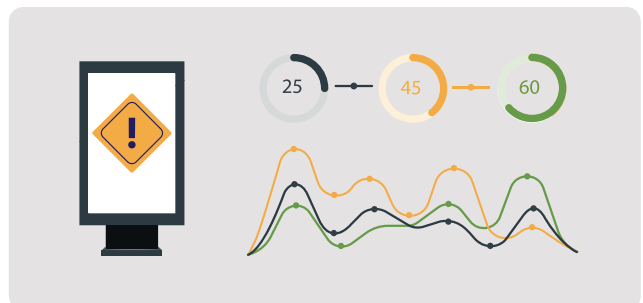
### Circuit operability

Operability of each point of sale according to opening hours



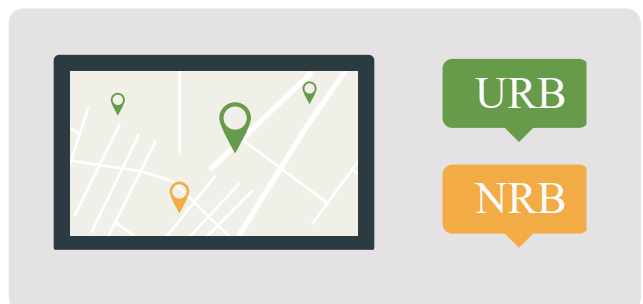
### Customer service

Open actions in progress. Impact on the total of the circuit.



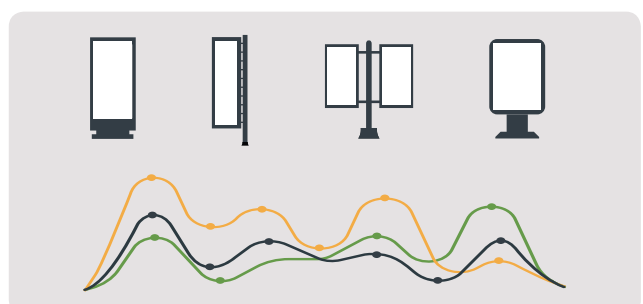
### Dynamic map

Geolocation of the devices. Visual and interactive navigation.



### Inventory

Device inventory control and filtering by dates and criteria.



## About Admira Digital Networks, SL

Admira is the leading Spanish digital signage and retail analytics company. We provide advanced intelligence services and innovative digital signage and audience analytics functionalities in all sectors: airports, shopping centers, luxury stores, pharmacies, cinemas, corporate offices, supermarkets and outdoors. Our 15 years of experience guarantee us as the best digital transformation partner applied to digital signage.

For more information, visit [www.admira.com](http://www.admira.com).

## About Plataforma Admira

The Admira Platform is cloud solution owned by Admira Digital Networks SL. It works with a SaaS (Software as a Service) model, and is designed to manage digital signage circuits and retail analytics. Its purpose is to connect technologies to the internet in order to improve experiences at the point of contact with the consumer and maximize the return on such initiatives.

The Admira Platform has more than 40,000 connected points for more than 250 clients in more than 50 countries. Its platform generates the highest data traffic in retail with the highest levels of security and emission. It is also the main advertising circuit management platform in Spain.

For more information, visit [www.admiradigitalsignage.com](http://www.admiradigitalsignage.com).

## Legal note

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