



ENTERA

Maximizing the Value of Video Data with AI-Powered Biometric-Free Analytics

¹C2RO 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 data¹ – empowering users to fully understand their customers and operations, enabling data-driven decisions that directly impact company profitability.

Key Features	Proprietary 100% FACELESS AI™	Conversion Funnel Analysis	Real-Time Alerts	Scalable AI-SaaS Architecture
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Verticals:

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

Use Cases:

- Asset & Operations Optimization
- Revenue Growth Management
- Production Safety & Quality of Service

Country/Geo:

- North America
- Latin America
- Western Europe

Learn more:

- [C2RO Website](#)
- [ENTERA Product Page](#)
- [C2RO Customer Use Case Page](#)

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**

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