



Unlocking new markets with cleverQ

Strategic market opportunity through the partnership of Axis and cleverQ **in a \$1.2B+ industry**

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Queue Management Market

Key Market Facts

Market Size 2024:	USD 1020.18 Million
Projected Market Size:	USD 1543.71 Million by 2030
CAGR Range:	~5.5% – 7.5% → Stable, consistent growth

Source: www.marketgrowthreports.com



Queue Management Market

Key Market Facts

- North America leads with 38% market share; U.S. dominates with 87% of deployments.
- 56,000+ entities in U.S. use queue systems; Canada adoption rising in retail and government.
- U.S. banks: 7,800+ branches with cloud queues, reporting 31% fewer customer complaints.
- 19,000+ healthcare institutions use queue systems for triage and appointments.

Source: www.marketgrowthreports.com



Opportunities & Challenges

& how to address them

Customer Pain Points	Solution (Axis + cleverQ)	Added value for the customer
Uncontrolled access to service areas leads to overload.	▶ Access control by appointment or ticket-based entry	▶ Better management of visitor flow (no access without appointment/call).
Waiting times are non-transparent for customers.	▶ People counting and waiting area optimization	▶ Transparent and fair waiting times.
Staff planning is often based only on ticket numbers, not on actual customer flows.	▶ Video analytics + queue data for accurate staff planning	▶ Efficient real time staff planning based on the actual number of people.
Growing security demands based on high visitor traffic	▶ Combined use of Axis cameras, access control and cleverQ SOS module	▶ Increasing Security and reducing workload

Access Control

by appointment or ticket-based entry

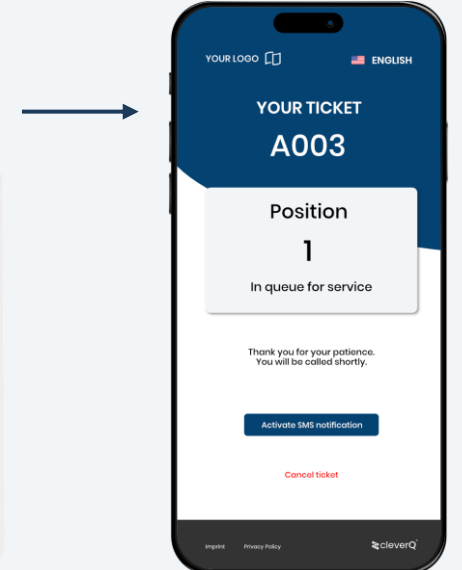
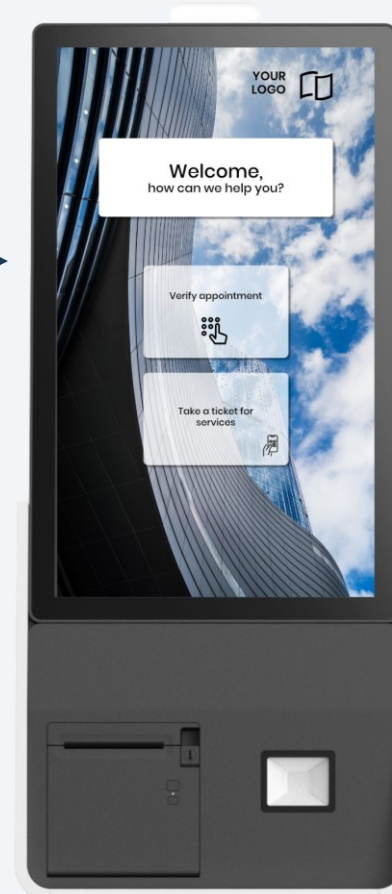
Workflow

- Combination of Axis Access Control and cleverQ queuing and appointment booking
- QR-code on tickets unlocks areas only when called (e.g., consultation room, lab, service counter).
- Customers receive a QR code as appointment confirmation.
- Access is granted only for the appointment time or up to XX minutes beforehand.
- Professional, scalable setup for secure visitor access



People counting

and waiting area optimization



Workflow

- Axis cameras capture real-time visitors counts in defined zones.
- Kiosk queuing system auto-activates/deactivates based on predefined occupancy thresholds.

Actual customer count

Ticket-to-visitor reconciliation

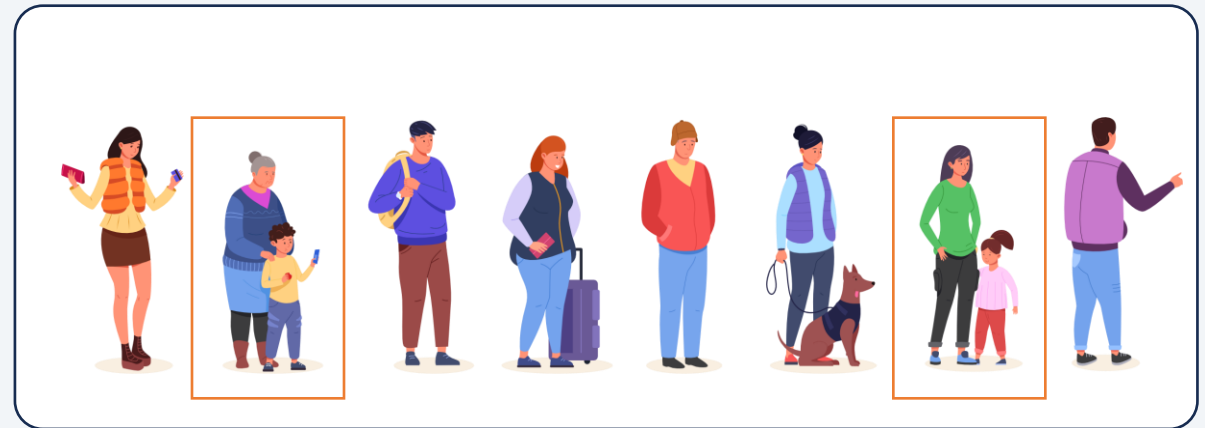
Workflow

- Axis cameras count individuals present in the waiting area
- cleverQ data tracks number of issued tickets
- Cross-checking identifies discrepancies (e.g., families/groups with one ticket)
- Reliable customer count forms the basis for fair queuing and staff planning
- Improved forecasting for peak times and resource allocation

8 Actual Customers

8 Issued tickets

10 Visitors



Automatic Queue Detection in Crowds



Workflow

- Axis cameras analyze crowd movement and density in real time
- Video analytics distinguish between random gatherings and actual queues
- cleverQ integration transforms detected queue into a structured digital queue
- Dynamic kiosk activation if queues exceed thresholds
- Staff alerted to manage additional counters or waiting areas



On-Demand Video Feed

Workflow

- One-click access to live video feeds of multiple areas
- Real-time monitoring of waiting rooms, service counters, or entrance zones
- Instant reaction when areas become overcrowded
- Flexible response: open additional counters or redirect visitor flow
- Quick support requests if problems or incidents occur



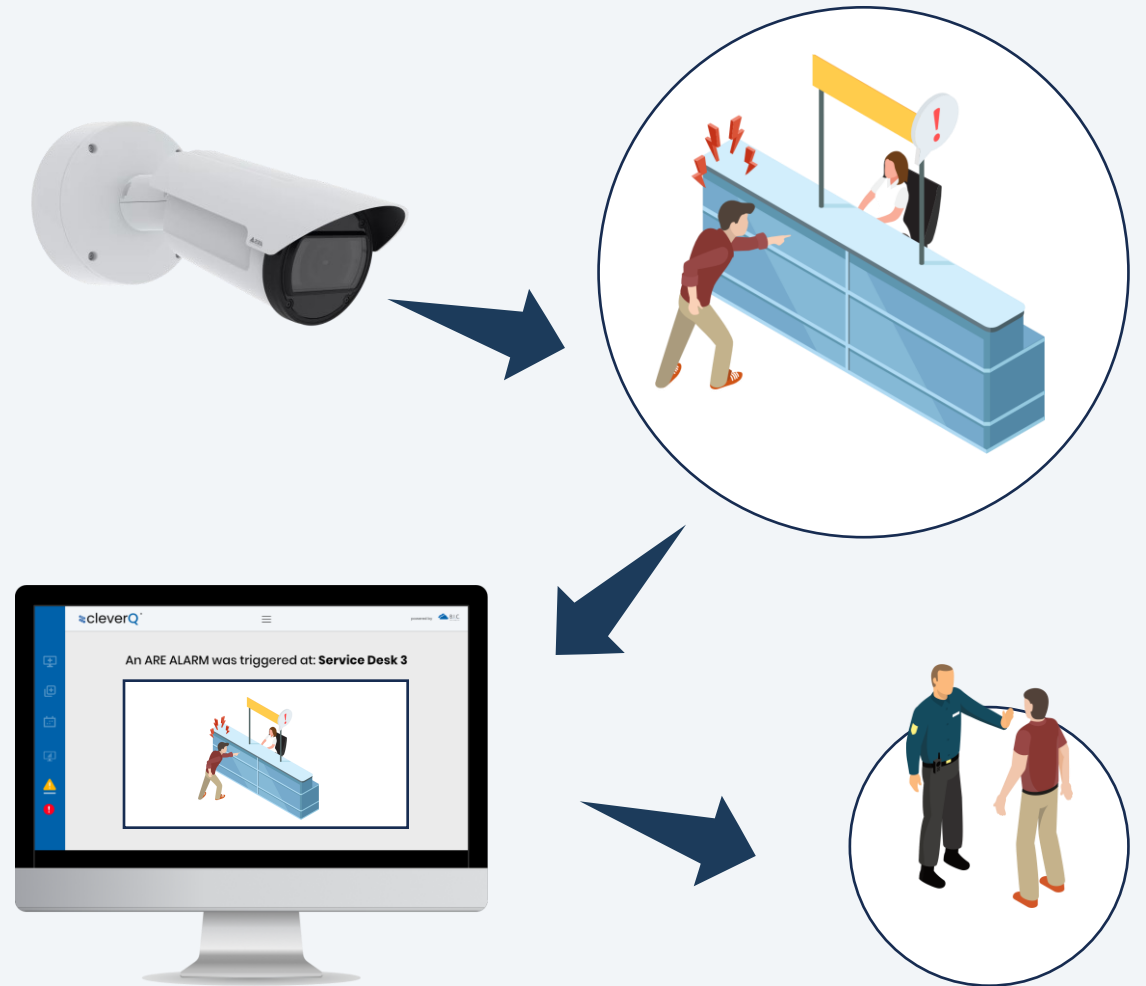
Increasing Security

with cleverQ SOS module and Axis cameras



Workflow

- SOS triggers from cleverQ app or kiosk activate instant alerts
- Axis cameras provide live video feed of the incident
- Automatic linking of SOS event with corresponding camera view
- Faster response times and higher situational awareness
- Integrated system enhances both visitor and staff safety



Benefits for Axis Sales

- Extension of the Axis portfolio with a complete Customer Journey Management solution
- Cross-selling potential:
Access Control + Video + cleverQ SaaS
- Differentiation from competitors through real business value beyond security technology
- Recurring SaaS revenues for partners



Application Scenarios



Scenario	Example	Benefit
Banks	Appointment-based access	Reduced counter workload, better use of consultation rooms
Hospitals / Labs	Access only when called (triage link)	Less crowding, smoother patient flow
Government Offices	Entry only with active ticket	Increased security and orderly waiting areas
Retail / Telco	Camera detects overcrowding	Automatic activation of additional kiosks/counters
Grocery Stores	Fresh food counters with ticketing	Fair, transparent service order and less congestion
Public Transportation	Boarding zones with QR/ticket check	Safer, more efficient passenger flow



Capturing Growth in Queue Management

Potential to combine Video analytics and queue management
in a growing \$1.2B+ sector.

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