

Turn crowd chaos into operational clarity

What's the offer?

Operators of large spaces like stadiums, airports, and shopping malls often lack real-time visibility into the number and location of guests. This can create long queue lines, diminish per-capita revenue, and hinder guest safety. WaitTime is a crowd intelligence platform that uses AI and computer vision to monitor, manage, and optimize crowd behavior in real-time while maintaining complete anonymity of guests. This platform takes the guesswork out of venue operation, transforming passive security footage into active business intelligence. Paired with a guest platform that helps guests navigate the venue efficiently, WaitTime can improve guest experience.

Who will buy it?

Target industries and use cases:

- **Sports and entertainment:** Gate optimization, concessions, and retail
- **Airports:** Security lines and checkpoint flow management
- **Convention centers:** Exhibit hall and registration management, entry/exit foot traffic, and concessions queue management
- **Retail:** Checkout management and optimization, customer counting, attrition management, conversion tracking, and engagement measurement
- **Amusement parks:** Ride queue times, crowd-intelligent operations, volume-based ticket sales

Business value

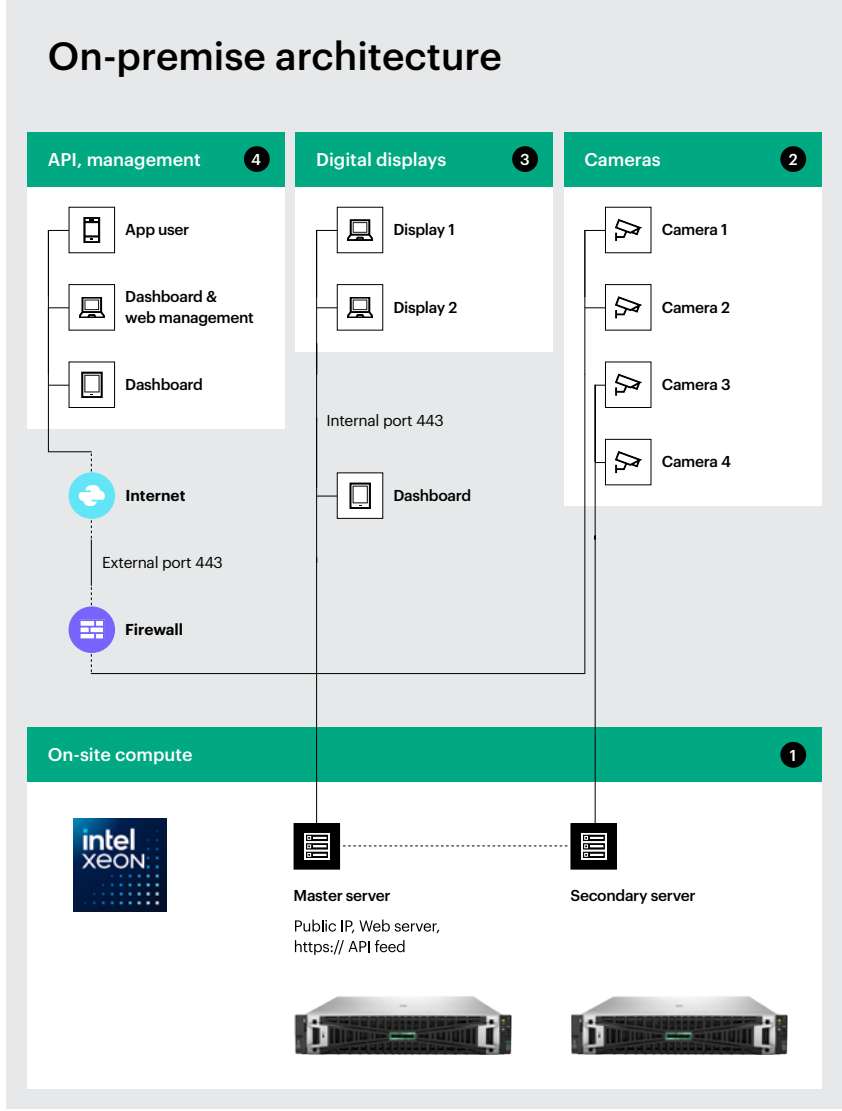
- **Increased revenue:** Direct guests away from long lines at one concession stand to a shorter line nearby, decreasing abandoned purchases.
- **Operational efficiency:** Staff areas dynamically and reduce labor costs.
- **Enhanced guest experience:** Reduce guest frustration by providing live wait times via mobile apps or digital signage.
- **Safety and compliance:** Monitor and alert for occupancy limits and potentially dangerous crowd densities.
- **Privacy-first architecture:** Get the data you need while maintaining compliance with privacy regulations.

Experts predict the crowd analytics market will grow from \$1.88 billion in 2025 to

\$4.62 billion

by 2030 (19.6 CAGR).¹

¹ Research and Markets, 2026, "[Crowd Analytics Market Report 2026](#)"



© Copyright 2026 Hewlett Packard Enterprise Development LP. The information contained herein is subject to change without notice. The only warranties Hewlett Packard Enterprise products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. Hewlett Packard Enterprise shall not be liable for technical or editorial errors or omissions contained herein.

Intel and Intel Xeon are trademarks of Intel Corporation or its subsidiaries in the U.S. and/or other countries. All third-party marks are property of their respective owners.

a00157620enw

Customer pain points and solution benefits

Pain points	Solution benefits
Long queues	Real-time data guides guests to shorter lines and venue operators to open additional lanes.
Unpredictable crowds	Real-time insights help spot issues early, while historical analytics help venues make proactive operational decisions.
Inefficient staffing	Insights into under- or over-staffed areas help operators schedule workers efficiently.
Safety risks	Operators can respond quickly to emerging risks and monitor capacity in high-traffic areas.
Implementing new solutions can bring vendor integration challenges	Solution-in-a-box: Fully validated, integrated (hardware and software) solutions built at an HPE factory. Right-sized configurations to fit any deployment.

Unpredictable pricing models and the need to manage time-consuming, complex procurement processes	Ready-to-quote same day with competitive prices.
---	--

Solution components

- WaitTime algorithms and analytics:** Four separate algorithms provide anonymous yet accurate information about guest density and locations, such as in entries and exits, queues, and open spaces. The data is presented on operational and analytics dashboards for staff, and on venue digital displays and apps for guests.
- Intel® Xeon® processors:** WaitTime is heavily optimized to run on Intel hardware, using the Intel® oneAPI Toolkit. In addition, Intel Xeon processors feature Intel® Advanced Matrix Extensions, which significantly accelerate AI inference.
- HPE servers:** The HPE ProLiant Compute DL380 delivers the high performance necessary to run multiple real-time video analytics feeds. For smaller venues, customers may choose the HPE ProLiant Compute DL320, which is optimized for edge deployments.
- Sensors and cameras:** The system interacts with a variety of overhead cameras.

What are my next steps?

- For help with:
- Sizing and deployment
 - Technology review
 - Pricing
 - Any other questions

Reach out to the following partner:
info@thewaittimes.com

More resources

- [WaitTime website](#)
- [How WaitTime Augments Physical Security in Venues article](#)
- [NEC Implements Real-Time Occupancy Monitoring case study](#)

HEWLETT PACKARD ENTERPRISE
hpe.com

Visit [HPE.com](https://www.hpe.com)

