

# **WisBusiness: The Podcast with Joe Scanlin, CEO and co-founder of Scanalytics**

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This week's episode of "WisBusiness: The Podcast" is with Joe Scanlin, CEO and co-founder for a Milwaukee startup called Scanalytics.

The company was founded about six years ago around a technology with broad applicability: smart floor sensors which help building managers track human movement.

"Our floor sensor can be imbedded into existing flooring, it can be added on top of existing flooring, or be part of new construction," he said. "We're finding a non-invasive way to measure the paths people are taking."

That can include retail locations, elderly care facilities and even commercial real estate firms with millions of square feet under management.

"What they need to know is, what is the occupancy rate and does it make sense for them to consolidate space and maybe even expand, and where should they do that?" he said. "Those are all questions that we help answer."

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