Location-based Services

Modern customer services, new business potentials for retailers

Multimedia-equipped customers offer retailers new opportunities for an indvidual, digital marketing directly at the PoS. With location-based services the customers' mobile end-devices are integrated into retail networks. This way, the path is paved to new applications for a modern shopping experience and, on top of that, optimized business processes as well as increased revenues.

EXAMPLARY AREAS OF APPLICATION

Business intelligence – Sales floors can be optimized thanks to an analysis of the stream of visitors of highly or less frequented branch areas.

Location-based push marketing – At stepping into a specific branch area, customers are informed about of current sales offerings via their smartphone.

Indoor navigation – Via a radio-based localization and an app- or web-based floor plan, customers are comfortably led to desired sales offerings.

GPS is not suitable for indoor applications. As an alternative, Wi-Fi technology is more recommendable, especially due to the ever increasing spread of Wi-Fi hotspots.



With Wi-Fi-based localization procedures, the radius of accuracy is practically 3 to 6m – even in heavily changing environments. The Wi-Fi access points of the LANCOM E series is ideal for modern retail networks: They are equipped with two Wi-Fi and two further radio module for LANCOM Wireless ePaper Displays (ESL – Electronic Shelf Label) as well as Bluetooth iBeacon support. In collaboration with a WLAN contoller and the LANCOM Total Solution Management concept, LANCOM Wi-Fi solutions provide the perfect foundation for location-based services.

Supplementary to this infrstructure, a comprehensive ecosystem of partner solutions, applications, smartphone apps, and services for innovative location-based services has been developed.

A POWERFUL COLLABORATION - WITH OUR PARTNERS WE DEVELOP INNOVATIVE SOLUTIONS FOR LOCATION-BASED SERVICES



"Retail Analytics - Utilise the power of Wi-Fi-Analytics to steer your store network. Capture potential, plan your marketing budget efficiently, and benefit from data-driven decision making. 42reports Retail Analytics is your central planning tool for a successful store network." Christian Wallin, www.42reports.com

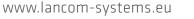
"Based on our dynamic 3D indoor maps we provide people orientation in larger building complexes. This way, we facilitate everyday life and optimize business processes at the same time." Dr. Matthias Jöst, Heidelberg mobil International GmbH

K Motionlogic

bitplaces

"Location-based targeted marketing and customer analytics by Bitplaces enable modern retailers to implement an intelligent multi-channel stategy!" Dr. Behrend Freese, Bitplaces, www.bitplaces.com

"Location-based services cater for an interactive customer loyalty – directly at the point of sale!! With Wi-Fi as the foundation, movement analyses, indoor navigation, and multi-channel solutions can be realized." Manuel Urbanek, loop21, www.loop21.net





"Motionlogic is developing models for data analysis."

Robert Mirbaha, Motionlogic, www.laboratories.telekom.com/motionlogic