

Location-based Services

Modern customer services, new business potentials for retailers

Multimedia-equipped customers offer retailers new opportunities for an individual, 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 controller and the LANCOM Total Solution Management concept, LANCOM Wi-Fi solutions provide the perfect foundation for location-based services.

Supplementary to this infrastructure, 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

42reports

"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**

Motionlogic

"Motionlogic is developing models for data analysis." **Robert Mirbaha, Motionlogic, www.laboratories.telekom.com/motionlogic**

bitplaces

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

loop21
www.loop21.net

"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 Urbaneck, loop21, www.loop21.net**

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