

# BRAINY R

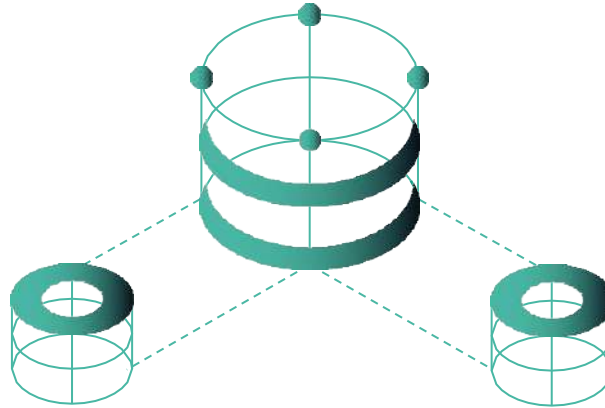
## What is it?

Brainy R is a digital interconnection system to create retail 4.0 environments.

## How?

BRAINY R, via telecommunication infrastructures based on IoT technologies, innovates the customer journey, generates new loyalty models, increases revenues and improve process efficiencies.

| IoT  
INFRASTRUCTURE |



| SOFTWARE |  
Web platform

| HARDWARE |  
Sensori  
Smart device  
Hub board

## SOFTWARE

WEB  
PLATFORM

- Data collection
- Configuration
- Analysis
- digital twin
- Alert
- third party integration

## HARDWARE

SMART  
DEVICE

- booking queue services
- product information
- digital cart
- digital payment
- customer journey analysis
- generation of customized offers based on location and customer

HUB  
BOARD

- location and cart tracking

SENSOR  
S

- Presence
- environmental parameters for energy efficiency

# Applications



Furnishing  
Shops



Supermarkets



Store

# CASE STUDY — *SUPERMARKET 4.0*

## Our customer

For a well-known chain of supermarkets "made in Italy" located in North / Central Italy with medium / large stores.

Their main differentiation peculiarity is the high level of quality, service and efficiency.

## Its Needs

Innovate the customer's experience with a device that enables to fill the digital cart with the same items the customer has put on the real cart.

This device, in addition to providing a system to improve the purchasing experience according to its desires, brings innovation in data gathering and analysis.

## QUALITATIVE ADVANTAGES:

- till's queue reduction thanks to the check-in feature used for the products in the shopping cart
- queues reduction at the "served counters" thanks to the use of the booking feature
- Heat-maps derived from customers movements within the store for logistic efficiency improvements
- proximity advertising based on location and customer
- increased corporate awareness and customer loyalty

## QUANTITATIVE BENEFITS:

- increase in spending on average per cart: + 6%
- cashier machine-hours reduction - 35%
- increased sales on products advertised in proximity + 38%



# DATA SHEET

