

BRAINY S

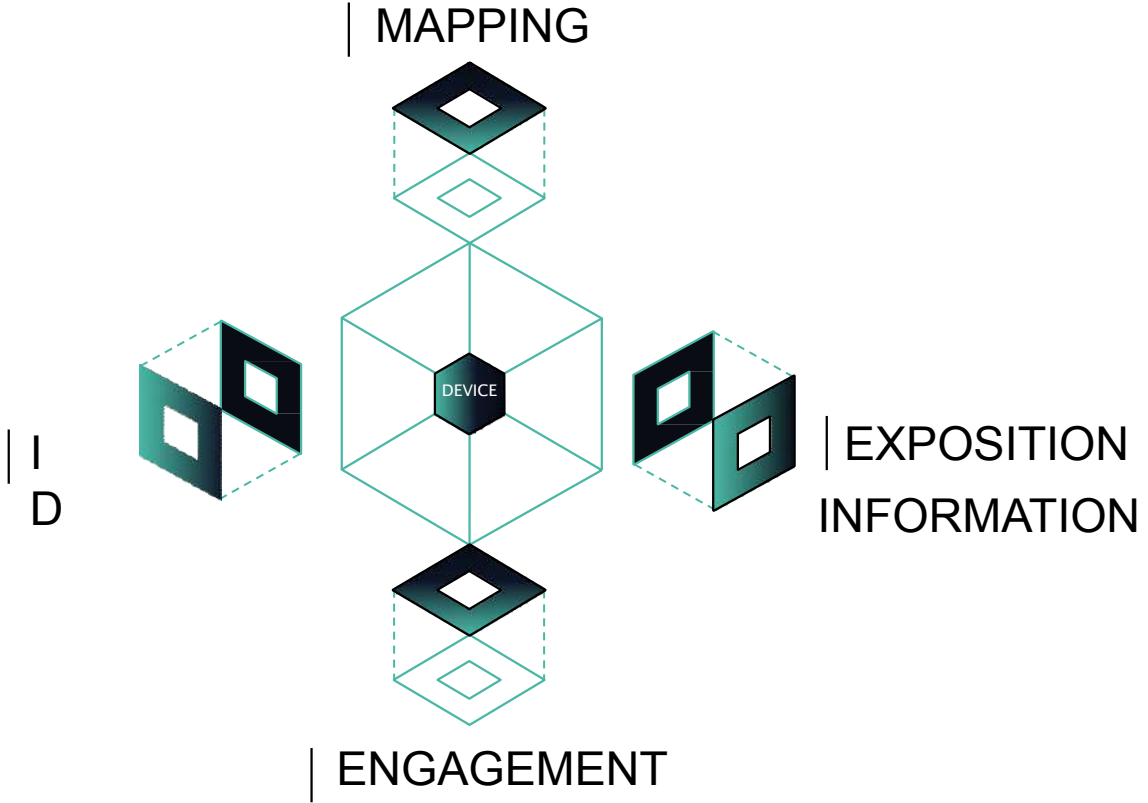
What is it?

Brainy s is the 4.0 evolution applied the objects on sale in the shops, enabled by the IoT technologies.

How?

BRAINY S is a solution based on IoT technologies applied to products on sales, the solution enables the mapping, the product ID certification, the customer engagement, the display of information such as price and size and all this is dynamically and remotely controlled.

The Front-End APP, the monitoring and analysis are managed by WEL's WEB platform.



SOFTWARE

WEB
PLATFORM

- monitoring
- analysis
- management
- mapping

HARDWARE

NFC
LABEL

- ID
- anti-shoplifting and
anti-counterfeiting

TAG

- mapping
- exposition info
- engagement

IoT
TELECOMMUNICATIONS
INFRASTRUCTURE

WI-FI

SIG-FOX

LORA

Applications



Store



Shopping



Mall

CASE STUDY — *Daily Cash*

Our customer

Melody Maker is an emerging brand of streetwear that is becoming more and more popular thanks to its design and to its innovative digitally based sales system.

Its Needs

Melody Maker approached WEL to create hardware elements to enable a new communication channel between the brand and the customer. WEL, thanks to its BRAINY S solution, embedded an IoT TAG based on NFC technology on the garments to reproduce the product ID.

WEL integrated the IoT tag with an e-ink interface on the hanger's display, this solution enables the garment's mapping, the information display such as price, size and style, the customer engagement through proximity technologies and its smartphone.

QUALITATIVE ADVANTAGES:

- Customer loyalty thanks to a completely renewed purchase experience in a retail 4.0 perspective where the on-line merges with the off-line.
- BIG DATA, customer data such as personal data and purchasing preferences.
- Dynamic and remote price management.
- Monitoring of items showcased in the store.
- Originality and exclusivity, each garment is "unique" thanks to the NFC tag that certifies its identification.



QUANTITATIVE BENEFITS:

- Customer engagement via proximity marketing and a customized offer ends with a purchase of the garment in 75% of cases.
- Thanks to the mapping, the merchandise supply flow and goods management are optimized by +14%



DATA SHEET

