

BRAINY T

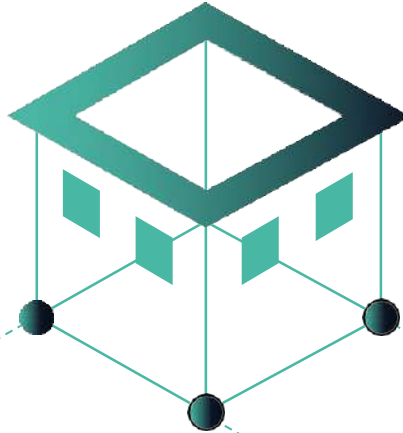
What is it?

Brainy T is a digital solution to enable the "hospitality 4.0"

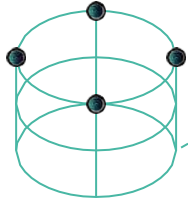
How?

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

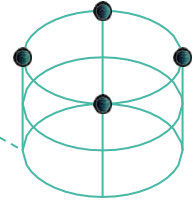
| INFRASTRUCTURE |



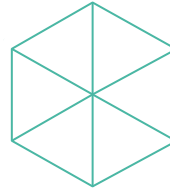
| WEB PLATFORM |



| MOBILE APP |



| HARDWARE |
Wearable
Hub board



SOFTWARE

WEB PLATFORM

- Data collection
- Configuration
- Analysis
- Digital twin
- Alert
- Third party integration

MOBILE APP

- information
- digital wallet
- booking
- digital maps
- localization
- ID guests

HARDWARE

WEARABLE

- access control
- payment
- customer journey
- sharing

SENSORS

- environmental parameters
- presence detection

HUB BOARD

- position & tracking of physical objects

IoT INFRASTRUCTURE

Applications



Amusement
parks



Cultural
sites



Resorts

CASE STUDY — *Coral Bay*

Our customer

Domina Coral Bay of Sharm el Sheik is the world's third-largest. It offers an environment particularly suited to families and with many useful services to entertain customers, including 13 restaurants, and almost 70 shops throughout the area.

Its Needs

Domina Vacanze, the mother company of the Coral bay resort, requested WEL's support and the Brainy T solution to improve its customers' utilisation of the resort's services. Through Brainy T localization and digital twins solution WEL has innovated the customer experience showing their relative position to the attraction points offered by Coral with a front-end application. The monitoring of the position works with the dedicated APP but also with the wearable device specifically developed for Coral, the guest owns the wearable device which allows the guest a "free-smartphone" holiday, as such to welcome all kinds of guests.

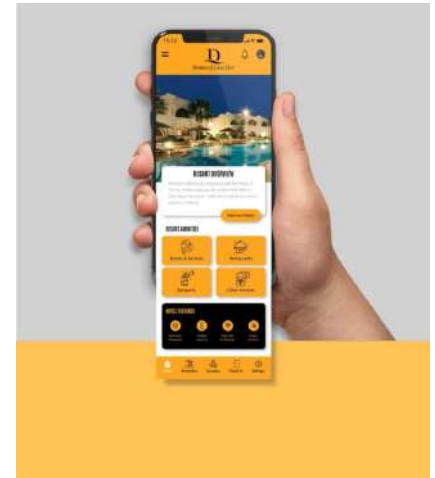
QUALITATIVE ADVANTAGES:

- Corporate awareness improvement thanks to the digital experience and the branded wearable
- Customer journey data analysis thanks to the position tracking technology
- New communication channel always open to guests thanks to the Front-End APP
- Project compliance with the "Industry 4.0" financial advantages
- IoT infrastructure installed enabling new developments such as for example energy efficiency programs.



QUALITATIVE ADVANTAGES:

- Guests that downloaded the APP bought one service:
+ 95%
- Sale increase of services listed on the digital twin of the APP: + 43%
- Guests that downloaded the APP booked another holiday at Domina group: + 45%



DATA SHEET

