

SESSIONE PITCH 2

CRM/Soluzioni per Marketing e vendite

BT Italia - Digital Transformation e Omnicanalità – BigData e IoT a supporto della relazione con i clienti

Mirko Florindo, *Head of Solutions Sales Specialists*, BT Italia





A new perspective...

The
**DIGITAL
POSSIBLE**

Mirko Florindo
Head of Industry Practices &
Solutions Sales Specialists

Il Business di Auchan



- **44** Centri Commerciali
- **6** Retail Park
- **600.000** mq
- **2.200** negozi di **80** diversi Retailers

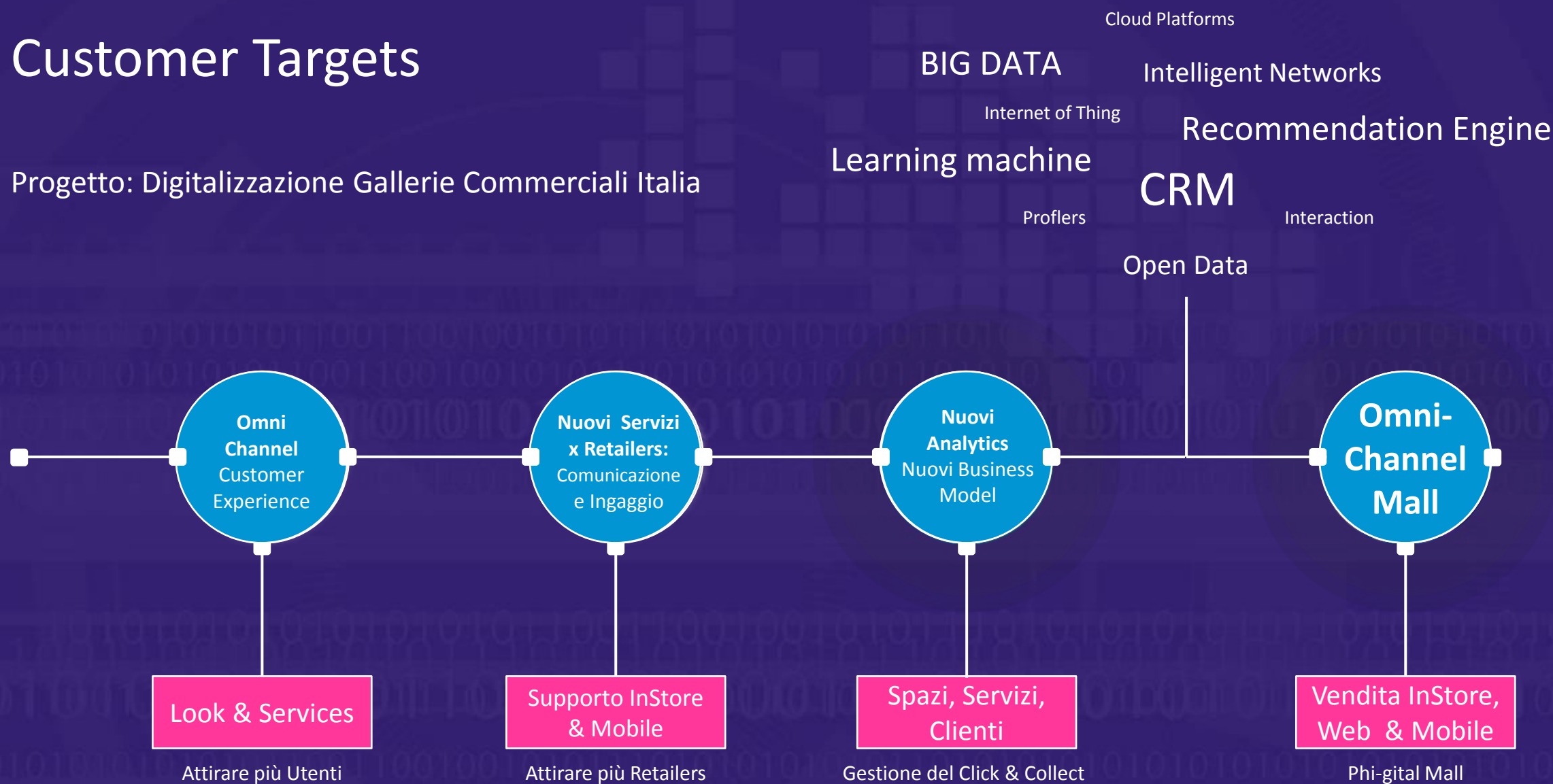
Gruppo Auchan:

-Aziende: **Gallerie Commerciali, Auchan ipermercati, Brico, Leroy Merlin, Sma supermercati e Simply**

-Fatturato: circa **3,5 mld €**

Customer Targets

Progetto: Digitalizzazione Gallerie Commerciali Italia





CORPORATE
ICT

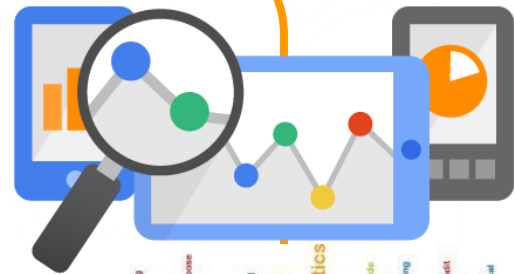
DIGITAL MKT

STORE
ANALYTICS

SECURITY

ASSET

WORKFLOW

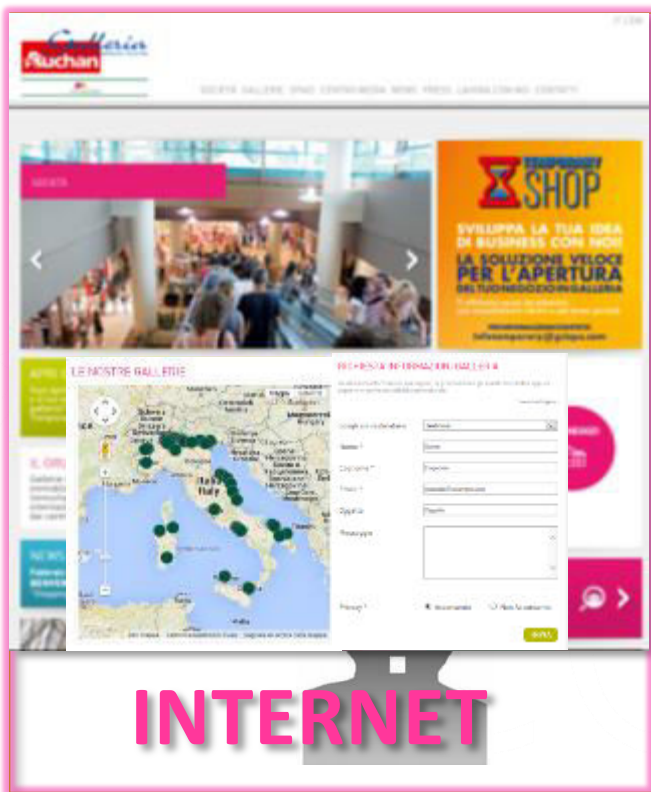


engagement
experience
art
like
something
engage
museum
social
work
people
one
think
want
see
students
new

CUSTOMER
EXPERIENCE
RELATIONSHIP
USE
Satisfaction
Services
Interaction
Business
Rates
Cultivation
Awareness
Success
Attraction
Supplier
Loyalty
Management
Advocacy
Purchase
Relationship
Use

Analytics
business
data
use
science
based
mathematics
analysis
decision
statistics
field
study
definition
strategy
understand
marketing
fraud
improving
process
practical
patterns
predicting
performance
applications
fields
probability
risk
management
enterprise
includes
realistic
sample
order
Com
decision
rational
invest
under
productive
simplest
within
Others
Research
existing
double
statistical
resemble
Historical
future

Primo contatto





Primo contatto



TELEFONO

Click to Call

Cloud IVR

Call Reservation

Nuovo Piano di Numerazione

Auto SMS Replay

Acid Embedded

Call Me

Voice Recognition



Primo contatto

INFRASTRUTTURA



PURCHASE
CULTIVATION
RATES
AWARENESS
SUCCESS
INTERACTION
BUSINESS
CUSTOMER
SUPPLIER
SERVICES
SATISFACTION
EXPERIENCE
MANAGEMENT
ADVOCACY
LOYALTY
USE
RELATIONSHIP



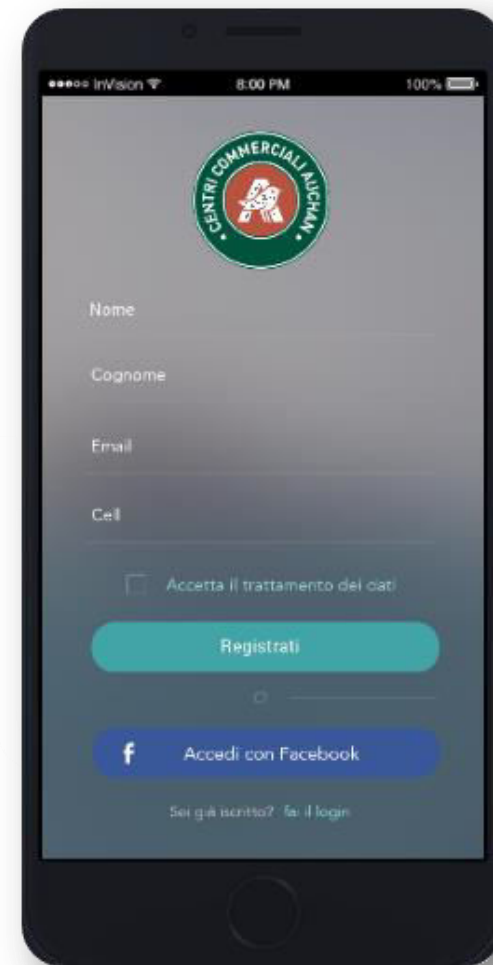


PURCHASE
CULTIVATION
RATES
INTERACTION
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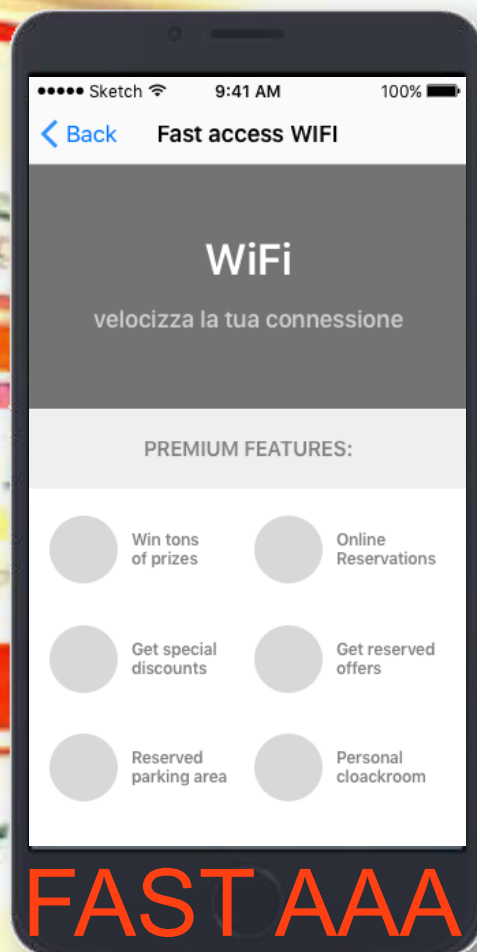


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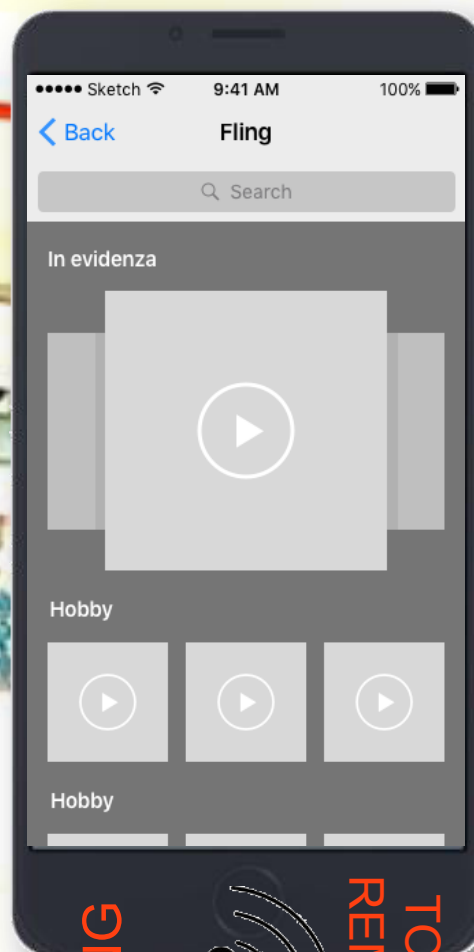
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thirtieth-twenty-fifth
thirtieth-twenty-sixth
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thirtieth-twenty-eighth
thirtieth-twenty-ninth
thirtieth-thirtieth



MOBILE APP FEATURES



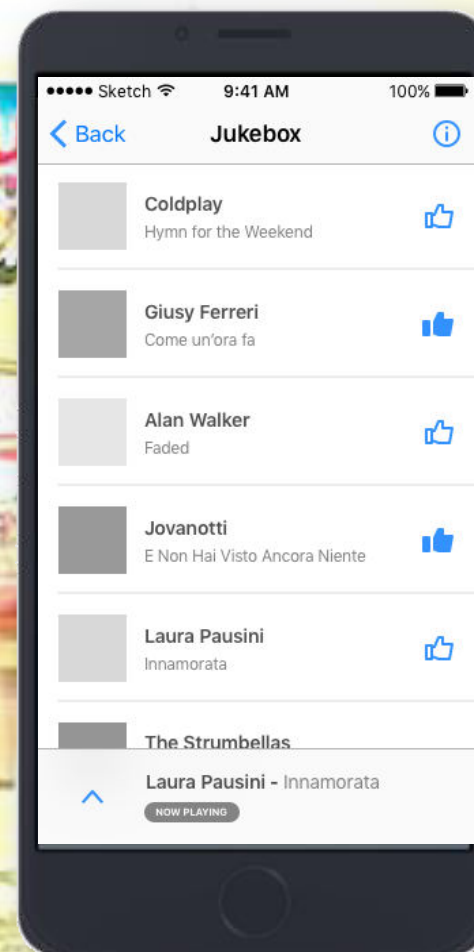
FAST AAA
WI-FI



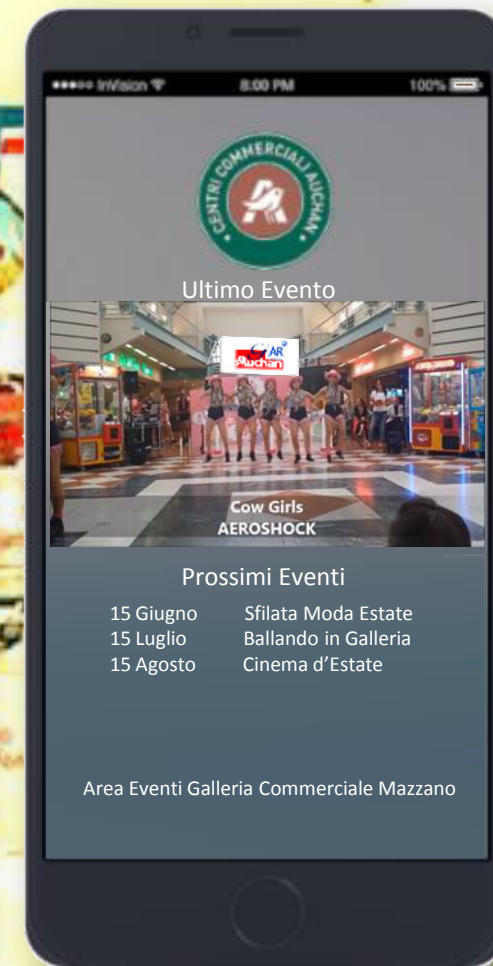
FLING



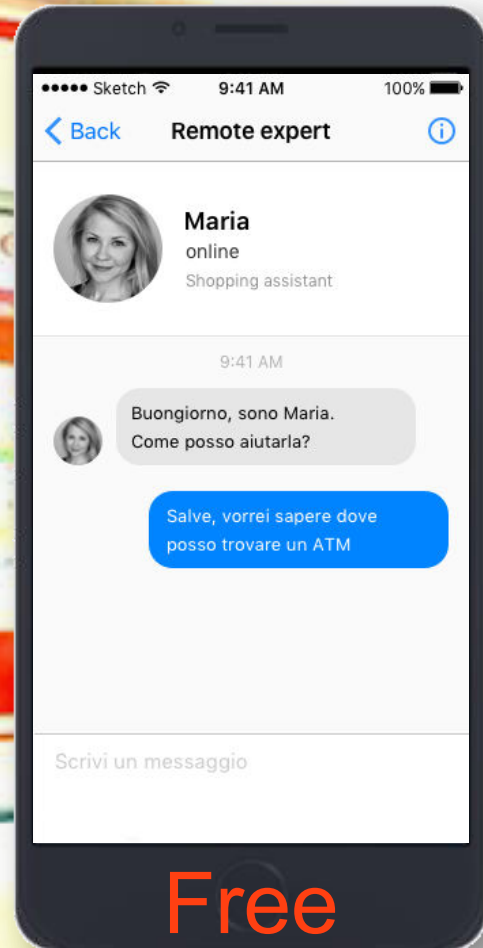
TOTEM
REMOTE



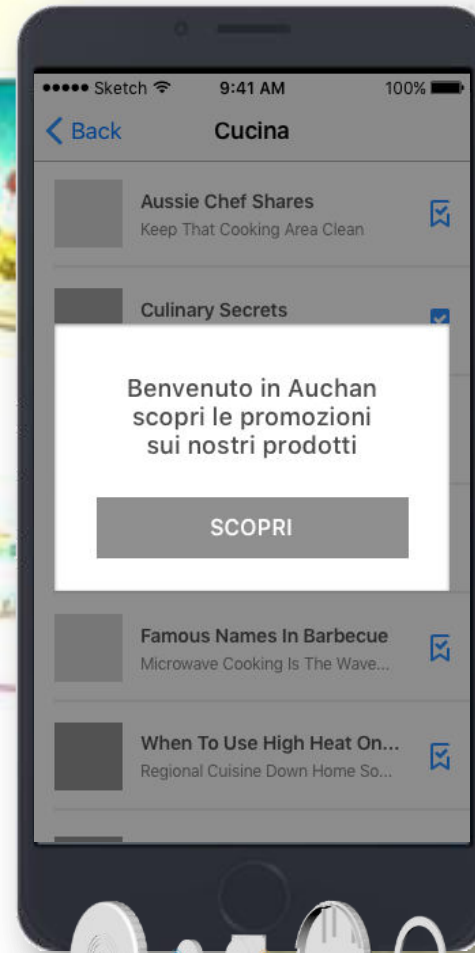
JUKEBOX



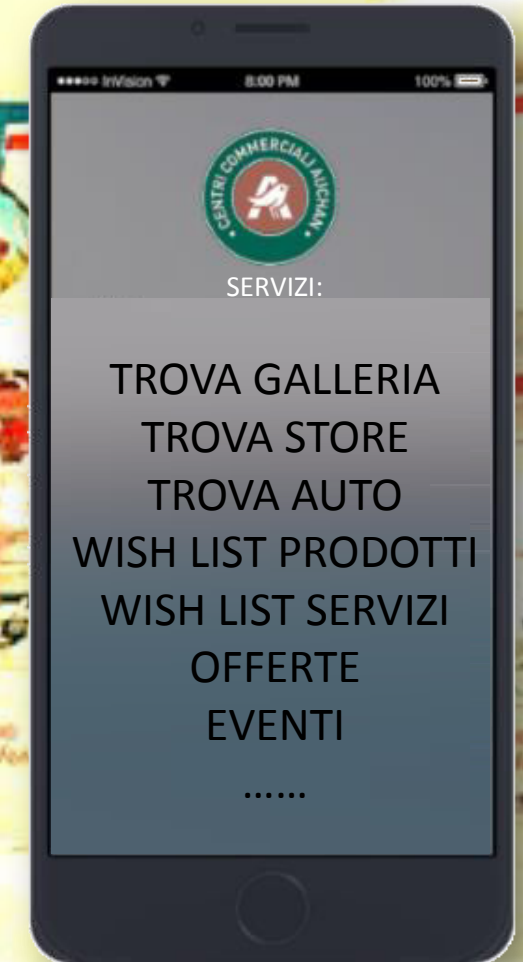
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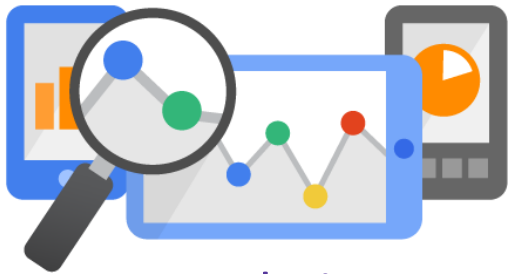


Free
Calls



NOTIFICHE BEACON





Analytics



locations



Attività delle persone



Monitoraggio dei servizi

Data from Sub-Systems (SS)

Cloud IVR

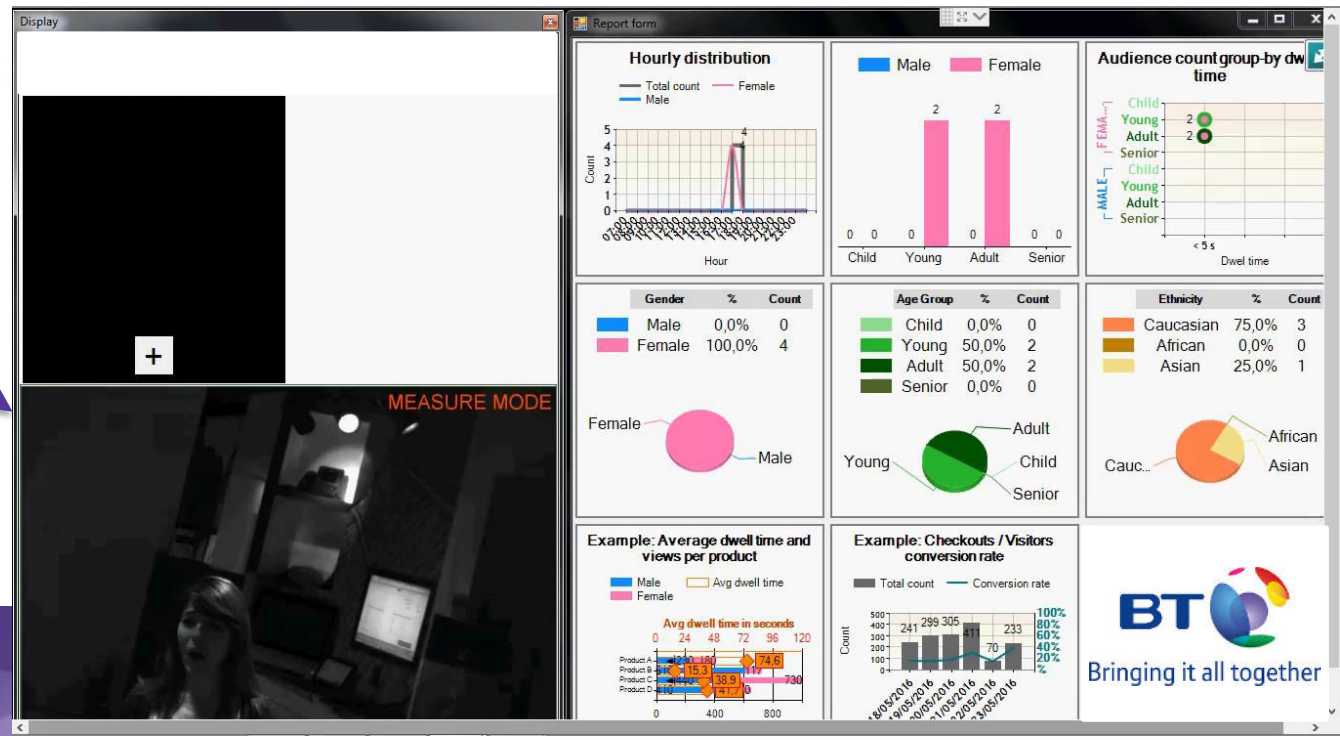
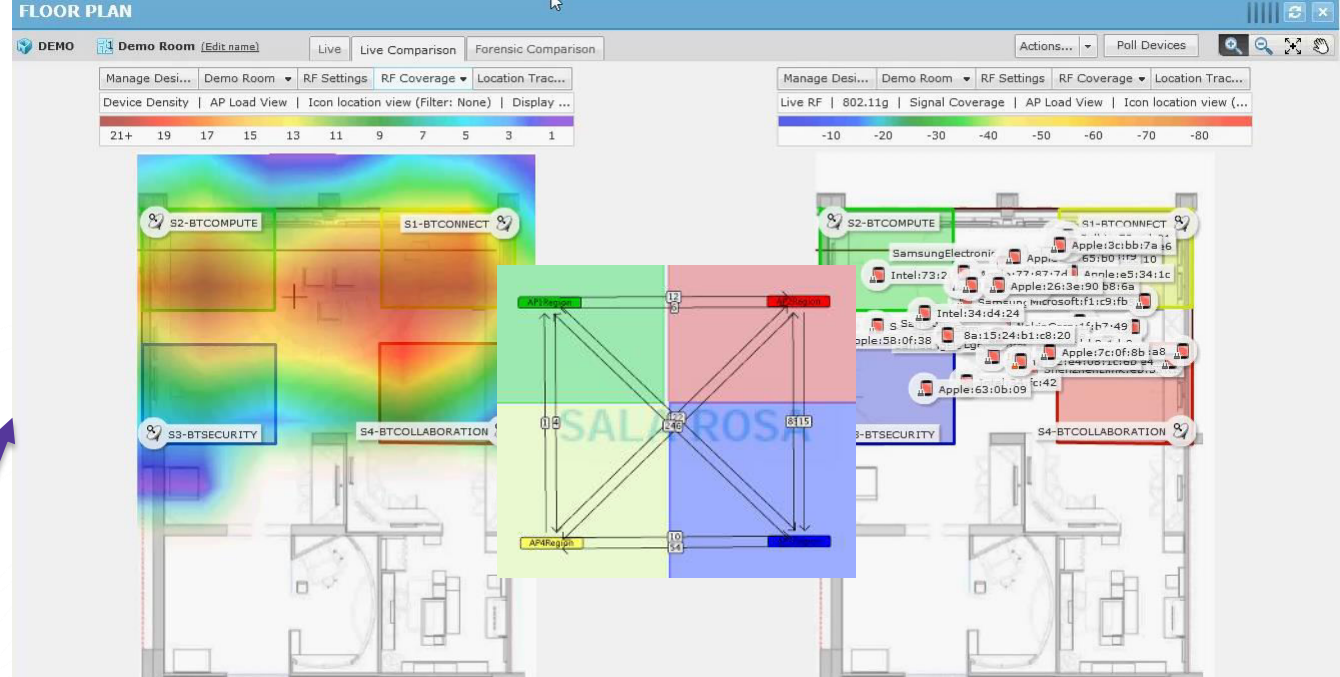
Free Wi-Fi
Totems DS
Instore radio

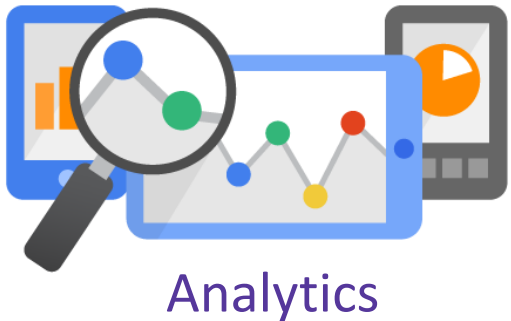
Website
Social

APP & Beacons
App & Services

Locating WiFi/btle

Profiler Cams &
People Counters





Data from Sub-Systems (SS)

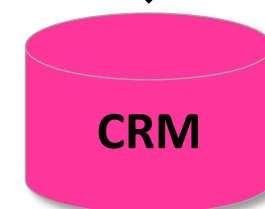
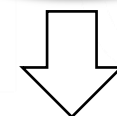
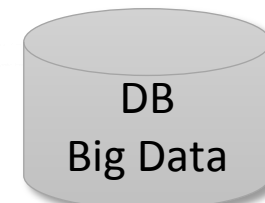
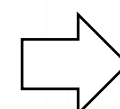
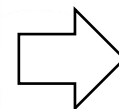
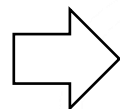
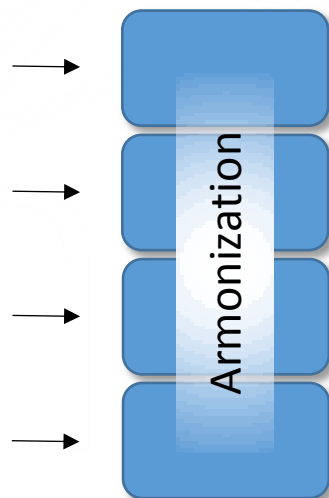
Cloud IVR

Wifi AP
Free Wi-Fi
Totems DS
Instore radio

Website
Social

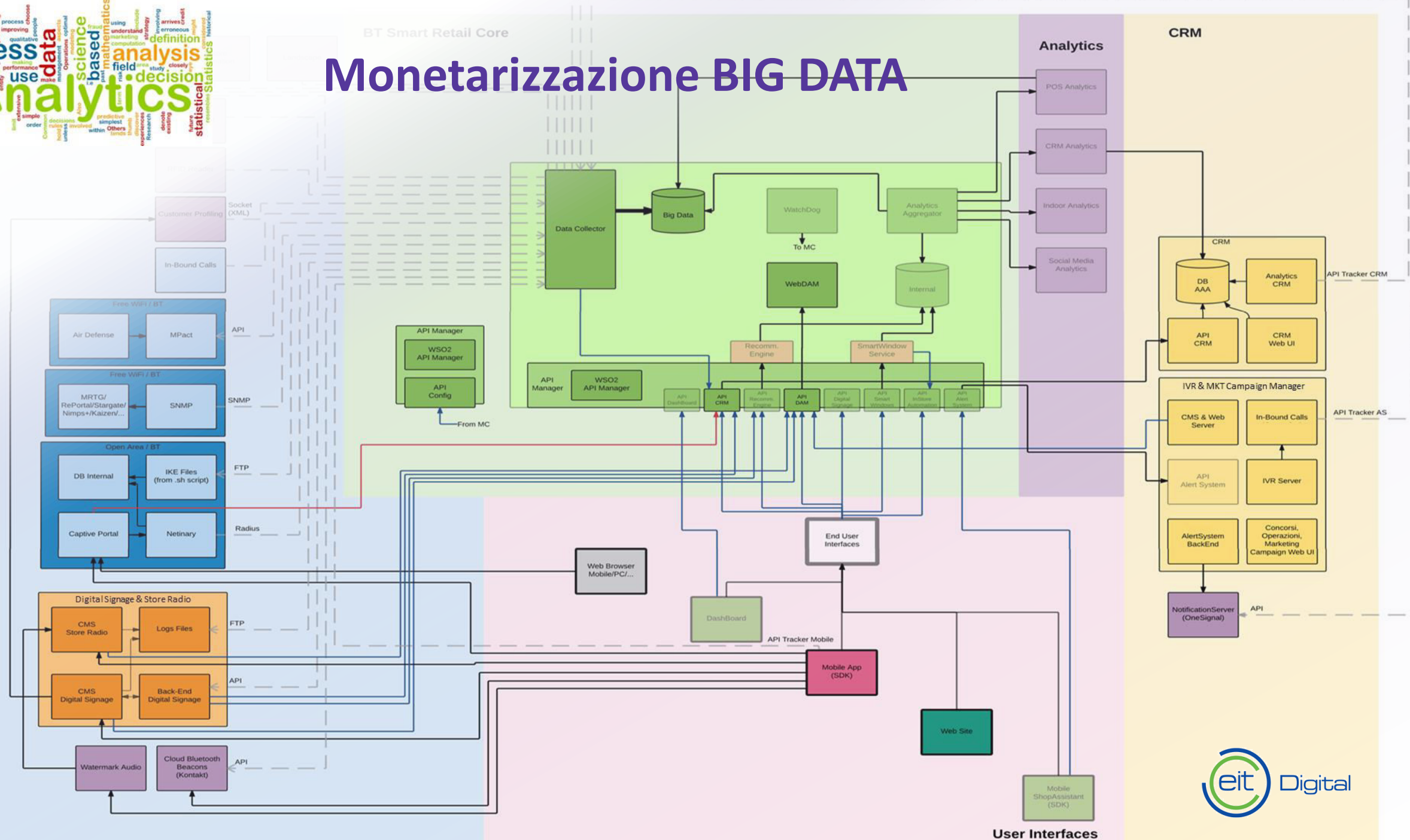
APP & Beacons
App & Services

Profiler Cams
People Counters





Monetarizzazione BIG DATA



SubSystems

CRM



User Interfaces

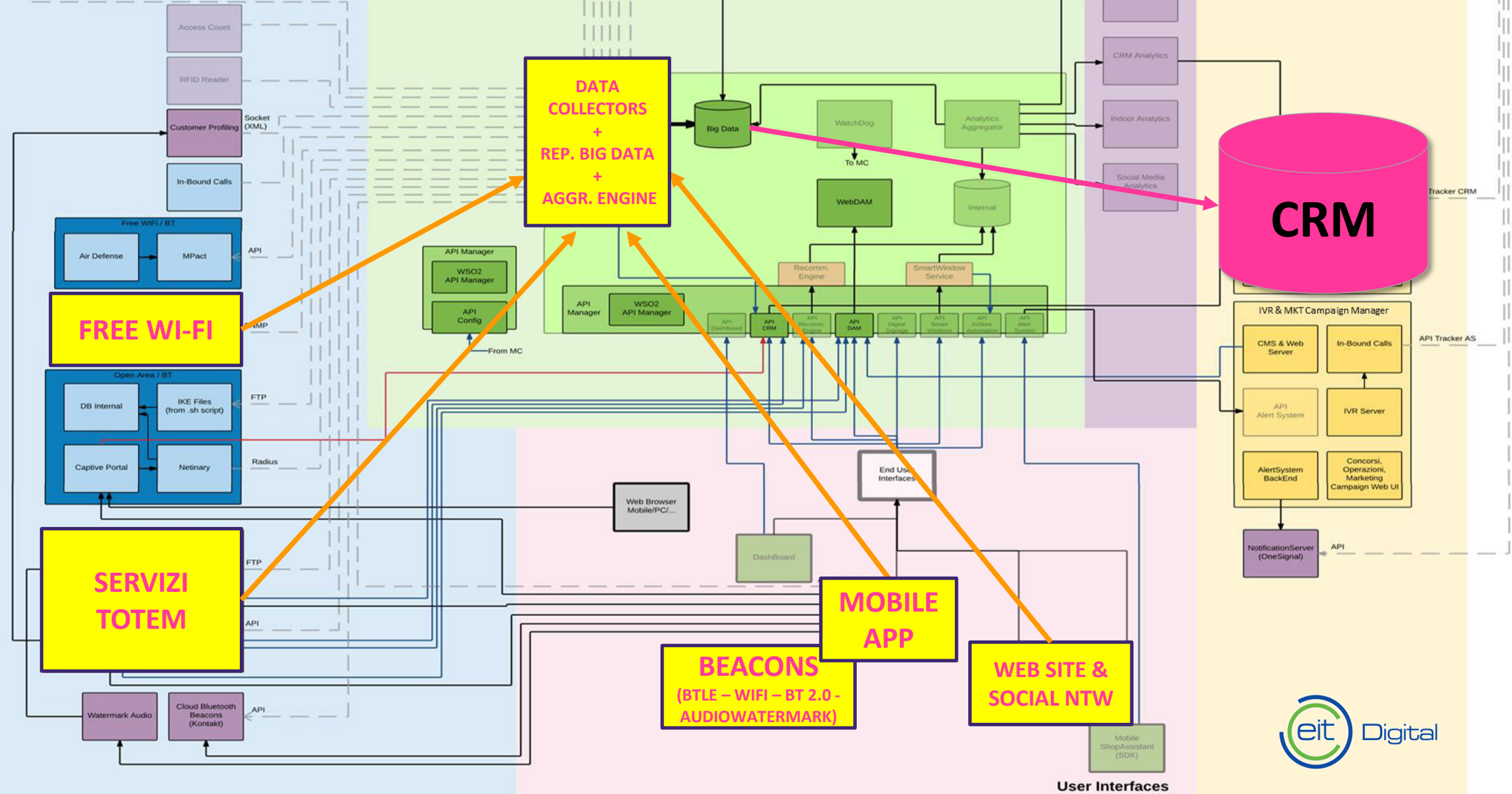
USERS BIG DATA

SubSystems

BT Smart Retail Core

Analytics

CRM



1 to 1 Marketing

SubSystems

BT Smart Retail Core

Analytics

CRM



Web Analytics
InStore Automation
Landscape

Access Count

RFID Reader

Customer Profiling

In-Bound Calls

Socket (XML)

Free WIFI / BT
Air Defense
MPact

FREE WI-FI

Open Area / BT
DB Internal
IKE Files (from .sh script)

Captive Portal
Netinary

SERVIZI TOTEM

Watermark Audio

Cloud Bluetooth Beacons (Kontakt)

DATA COLLECTORS
+
REP. BIG DATA
+
AGGR. ENGINE

Big Data

WatchDog

To MC

WebDAM

Analytics Aggregator

Internal

POS Analytics

CRM Analytics

Indoor Analytics

Social Media Analytics

CRM

MARKETING CAMPAIGN SYS
(SMS, MAIL, TEL, POST, NOTIFICHE APP, WEB PORTALS)
+
RECOMMENDATION ENGINE

API Manager
WSO2 API Manager
API Config

From MC

API Manager

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NETWORK & IT
INFRASTRUCTURES

APPLICATION
PLATFORMS

END TO END
MANAGEMENT

A new perspective...

The
**DIGITAL
POSSIBLE**

- EXPERIENCE
- ANALYTICS
- ENGAGEMENTS



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Mirko.Florindo@BT.com

+39 348-3430356



A new perspective...

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Progetto: Digitalizzazione Gallerie Commerciali Italia





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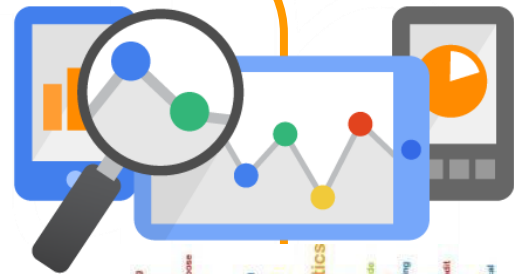
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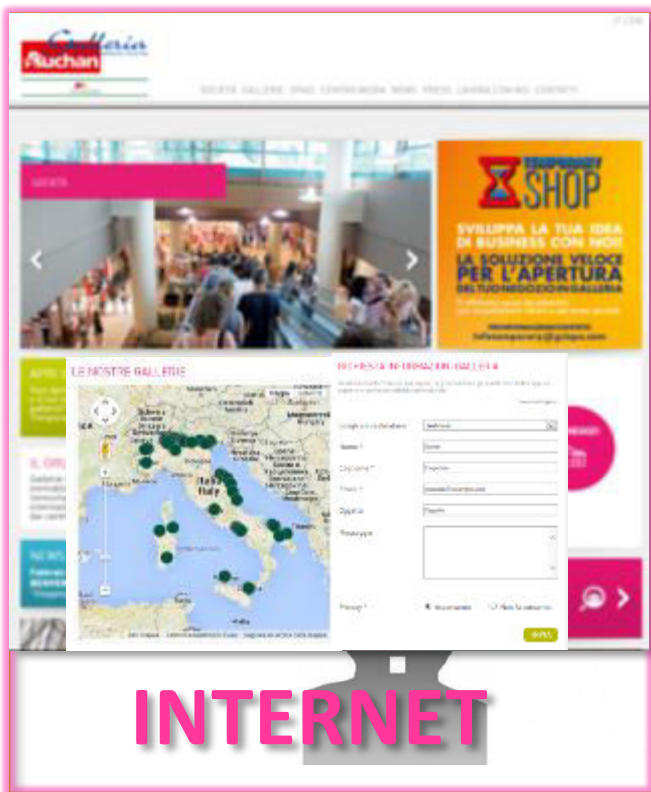


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RELATIONSHIP
USE

business
data
use
science
based
mathematics
analysis
decision
statistics
field
study
definition
strategy
understand
marketing
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process
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applications
probability
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Primo contatto





Primo contatto



TELEFONO

Click to Call

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Primo contatto

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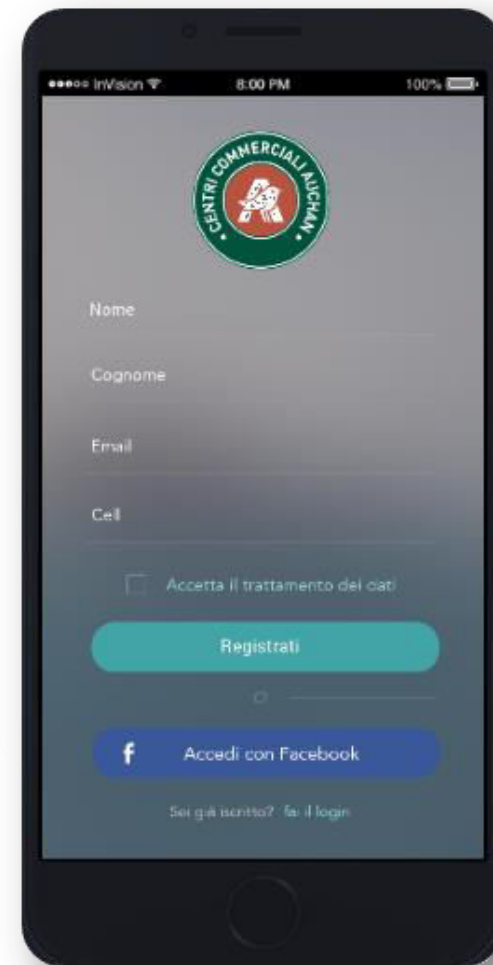


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ADVOCACY
CUSTOMER EXPERIENCE

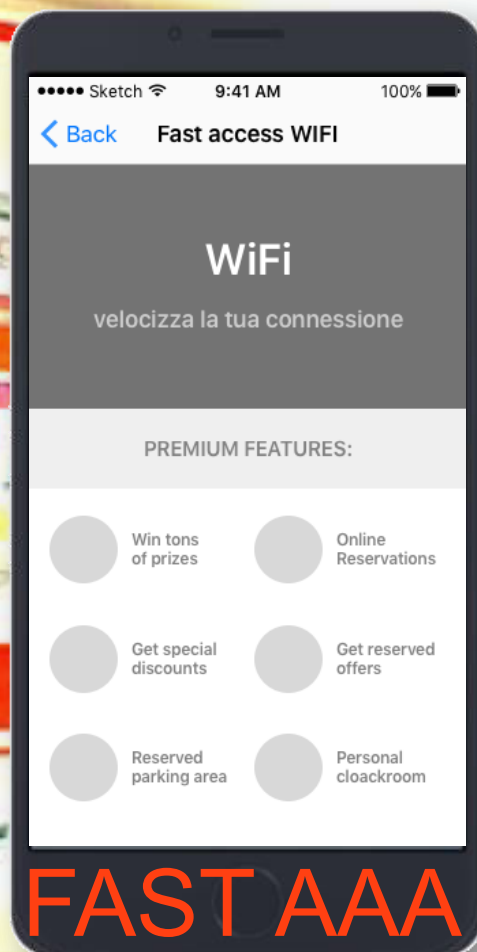


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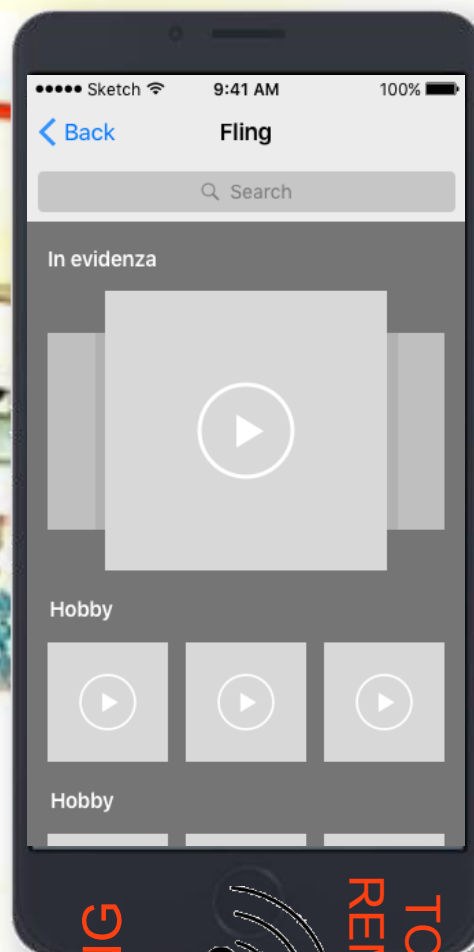
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MOBILE APP FEATURES



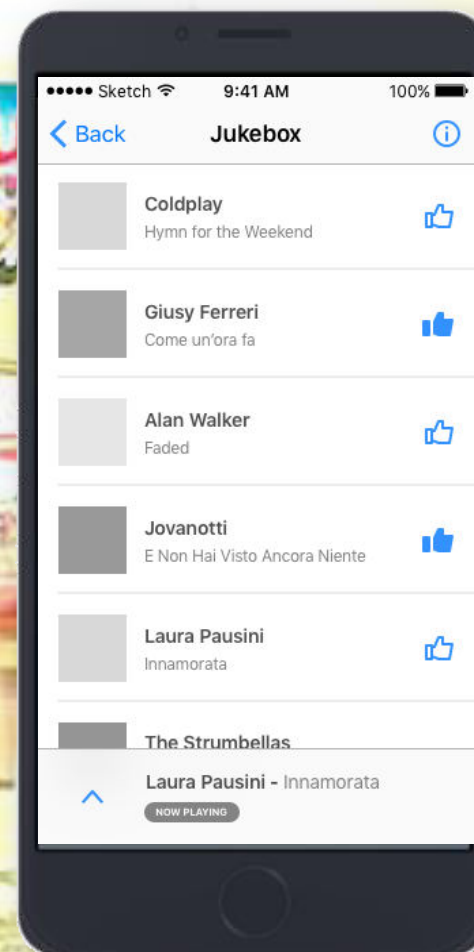
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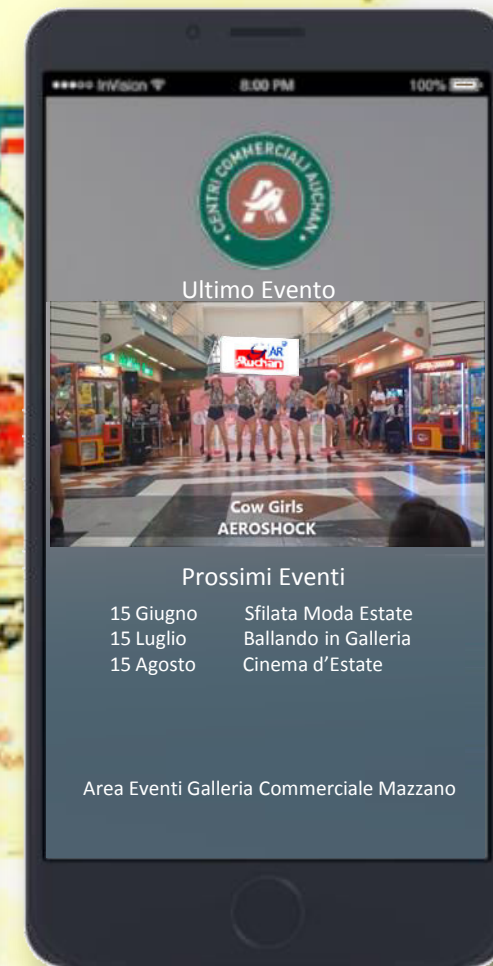
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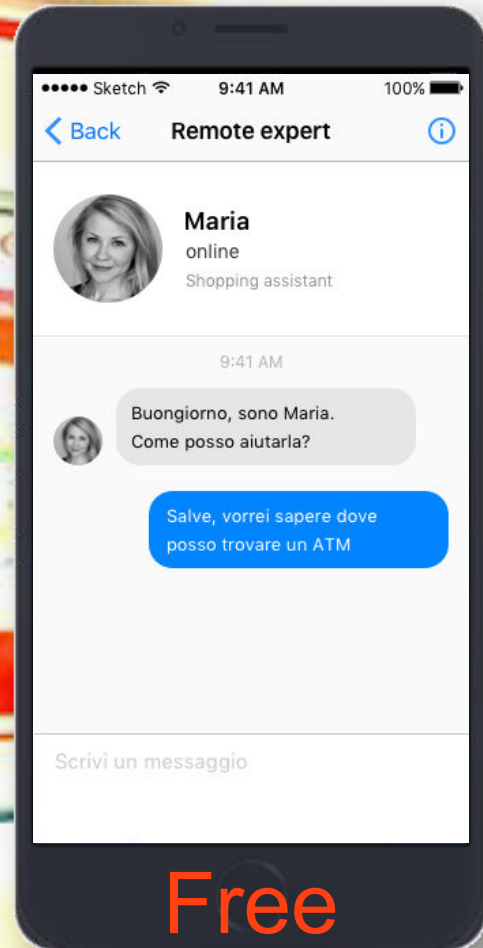
TOTEM
REMOTE



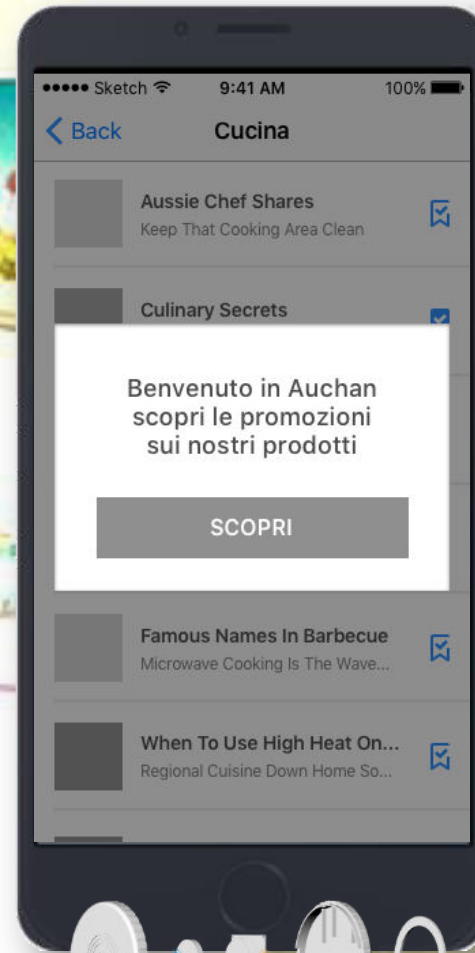
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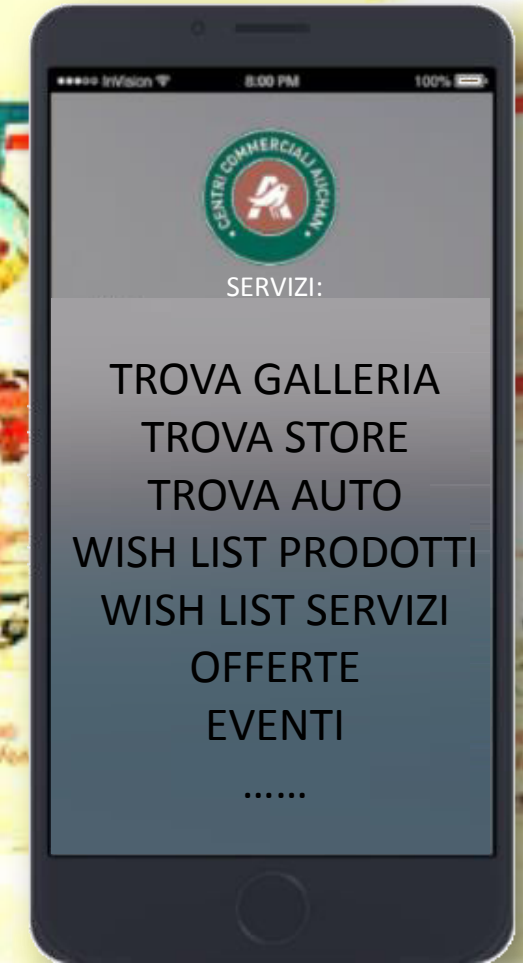
MOBILE APP FEATURES

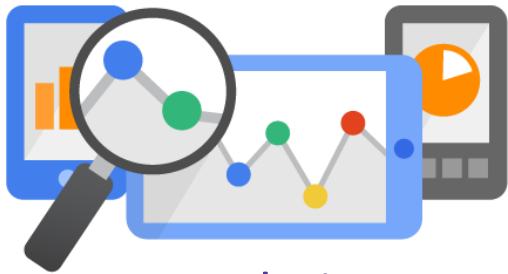


Free
Calls



NOTIFICHE BEACON





Analytics



locations



Attività delle persone



Monitoraggio dei servizi

Data from Sub-Systems (SS)

Cloud IVR

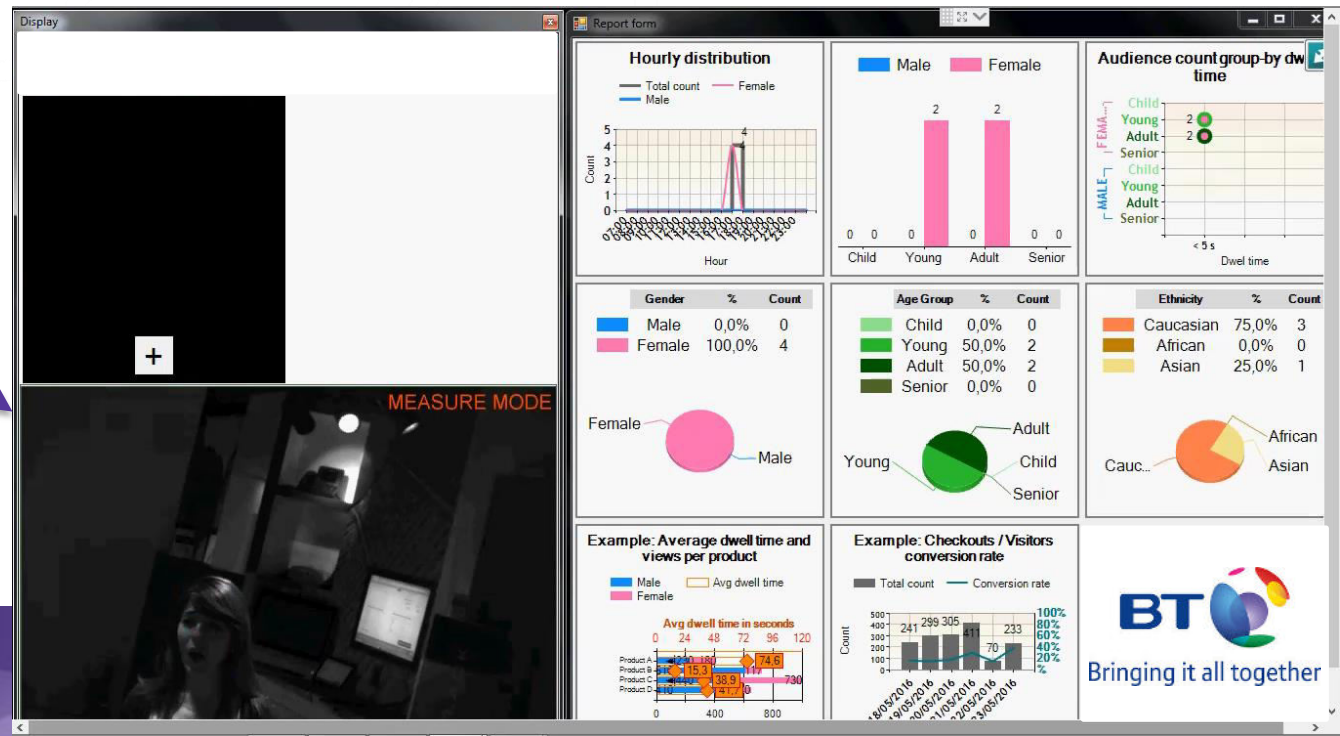
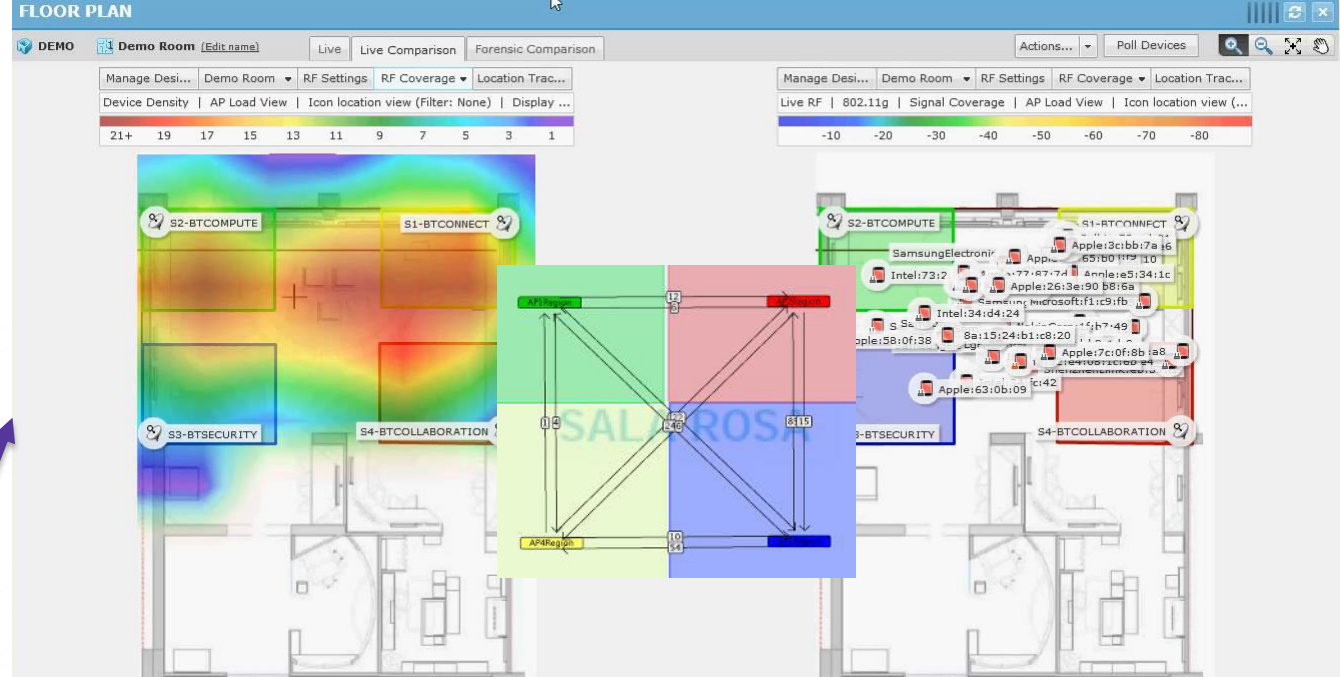
Free Wi-Fi
Totems DS
Instore radio

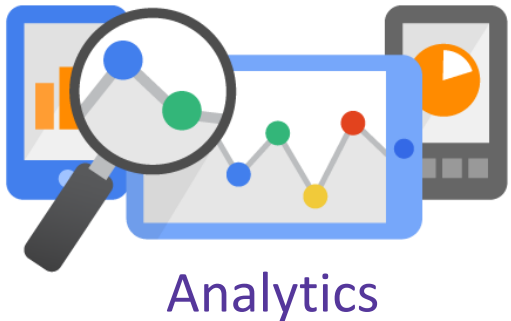
Website
Social

APP & Beacons
App & Services

Locating WiFi/btle

Profiler Cams &
People Counters





Analytics



locations



Attività delle persone



Monitoraggio dei servizi

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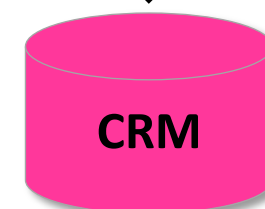
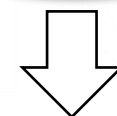
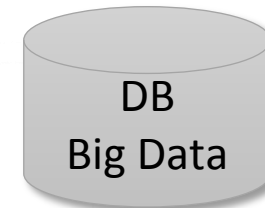
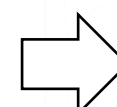
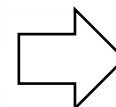
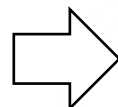
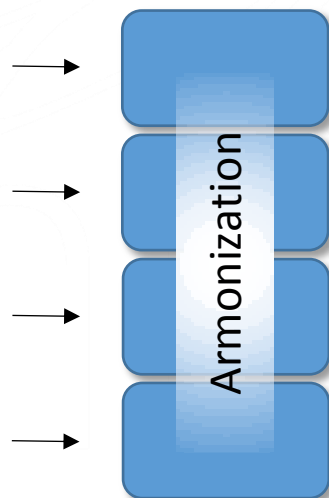
Cloud IVR

Wifi AP
Free Wi-Fi
Totems DS
Instore radio

Website
Social

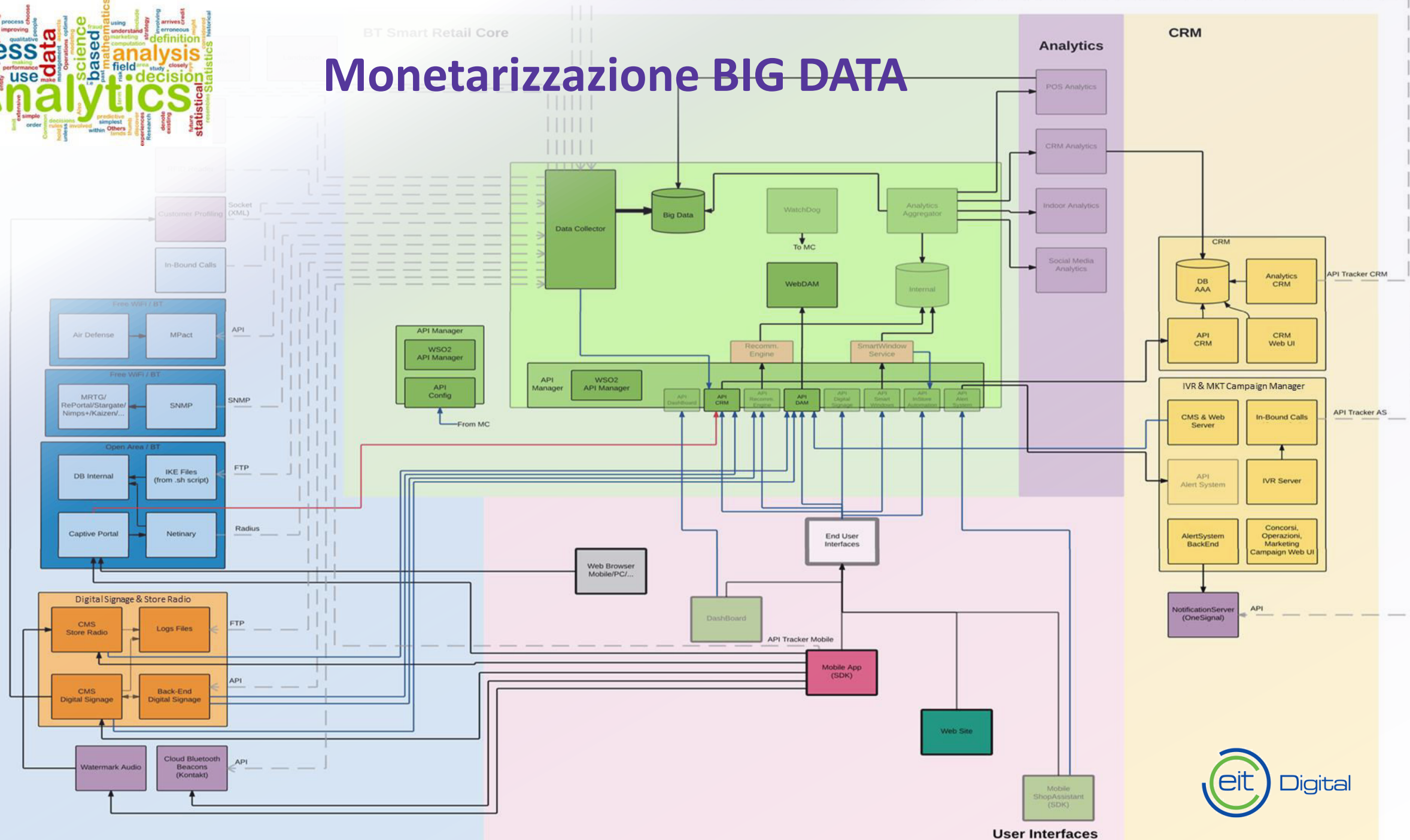
APP & Beacons
App & Services

Profiler Cams
People Counters





Monetarizzazione BIG DATA

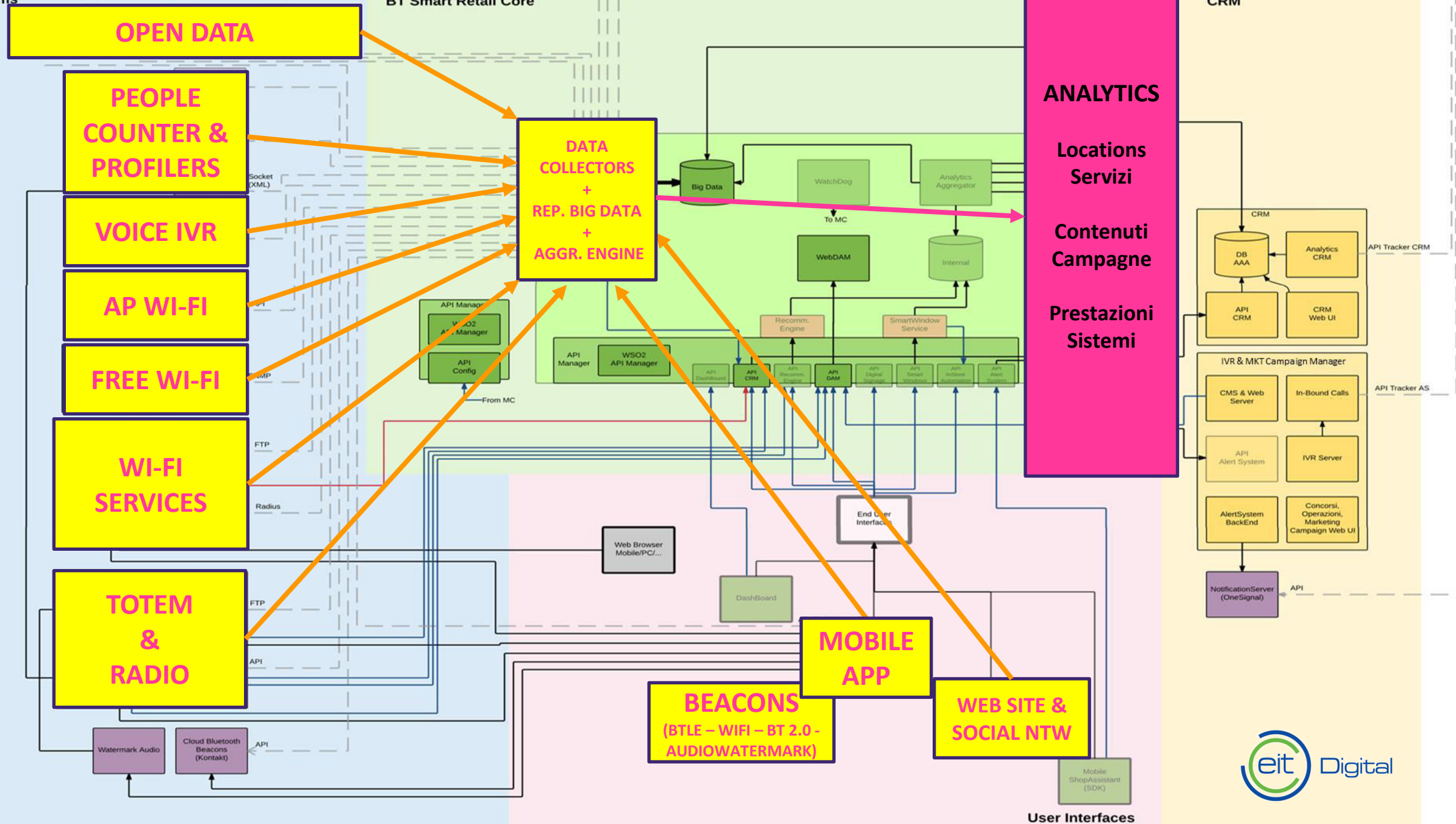


ANONYMOUS BIG DATA

SubSystems

BT Smart Retail Core

CRM



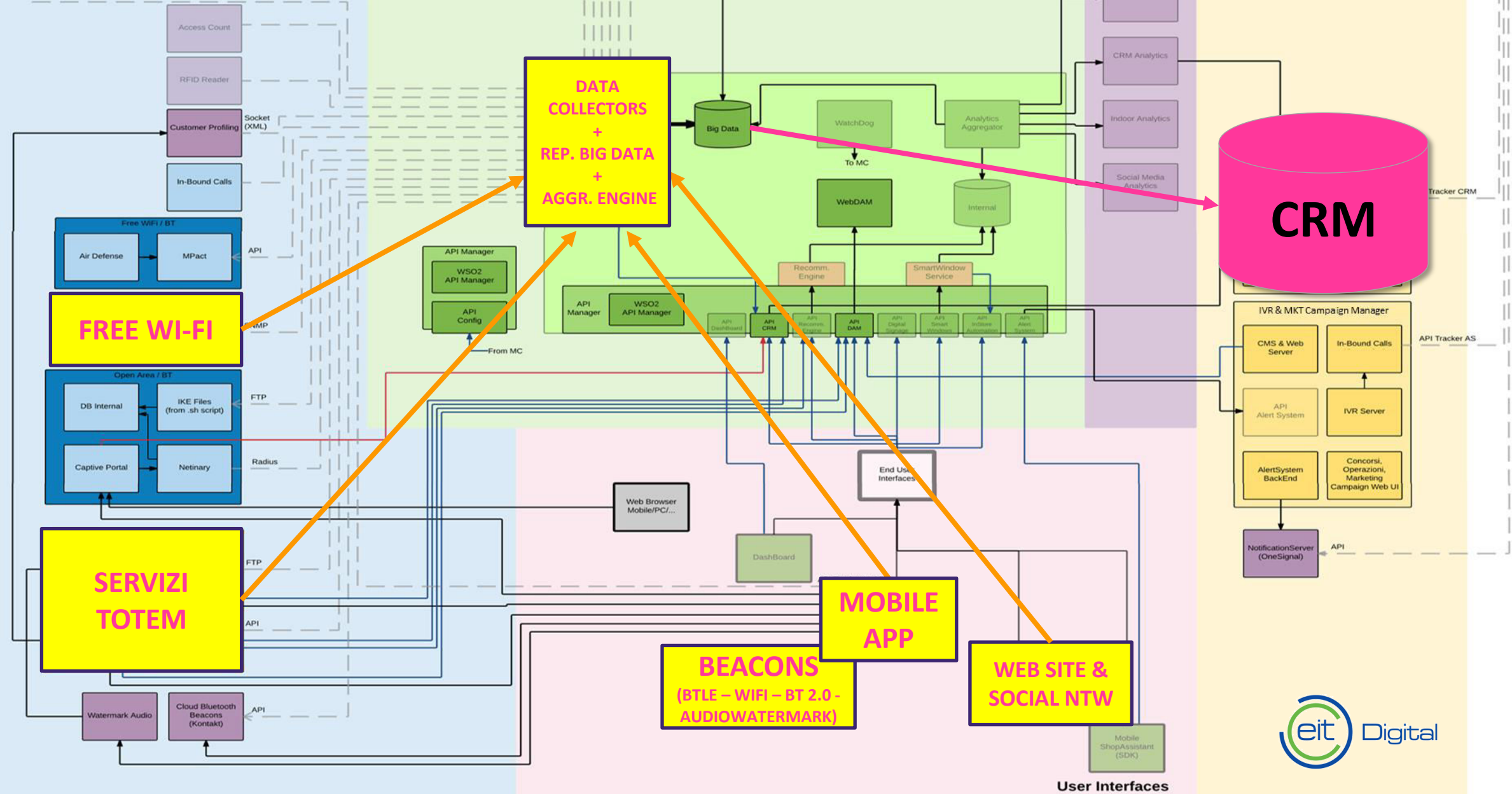
USERS BIG DATA

SubSystems

BT Smart Retail Core

Analytics

CRM



1 to 1 Marketing

SubSystems

BT Smart Retail Core

Analytics

CRM



Web Analytics
InStore Automation
Landscape

Access Count
RFID Reader
Customer Profiling
Socket (XML)
In-Bound Calls

Free WIFI / BT
Air Defense
MPact

FREE WI-FI

Open Area / BT
DB Internal
IKE Files (from .sh script)
Captive Portal
Netinary

SERVIZI TOTEM

Watermark Audio
Cloud Bluetooth Beacons (Kontakt)

DATA COLLECTORS
+
REP. BIG DATA
+
AGGR. ENGINE

Big Data

WatchDog
To MC

WebDAM

Analytics Aggregator
Internal

POS Analytics
CRM Analytics
Indoor Analytics
Social Media Analytics

CRM

MARKETING CAMPAIGN SYS
(SMS, MAIL, TEL, POST, NOTIFICHE APP, WEB PORTALS)
+
RECOMMENDATION ENGINE

API Manager
WSO2 API Manager
API Config

API Manager
WSO2 API Manager

Recomm. Engine
SmartWindow Service

Web Browser
Mobile/PC/...

Dashboard

MOBILE APP

BEACONS
(BTLE - WIFI - BT 2.0 -
AUDIOWATERMARK)

WEB SITE &
SOCIAL NTW

Mobile ShopAssistant (SDK)

User Interfaces





NETWORK & IT
INFRASTRUCTURES

APPLICATION
PLATFORMS

END TO END
MANAGEMENT

A new perspective...

The
**DIGITAL
POSSIBLE**

- EXPERIENCE
- ANALYTICS
- ENGAGEMENTS



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