

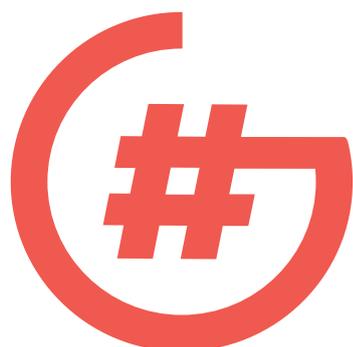


## HOW LONG CUSTOMERS STAY IN QUEUE?

Before you get to the answer, you'll ask yourself why is this so important? It's very simple, keep the smile that adorns the satisfaction of served clients. You will achieve that, with faster processed requirements and faster satisfaction of client's needs. You will reduce the waiting time in queue, for overall satisfaction.

**G# (GFence)** is platform that allows you to make safe decisions to increase the performance of your point of sale through understanding of customer's needs and detailed analytics of their movements in branch.

This platform will allow you to quickly adapt to customer's needs by interacting with them and it will encourage you to create targeted marketing campaigns with guaranteed success.



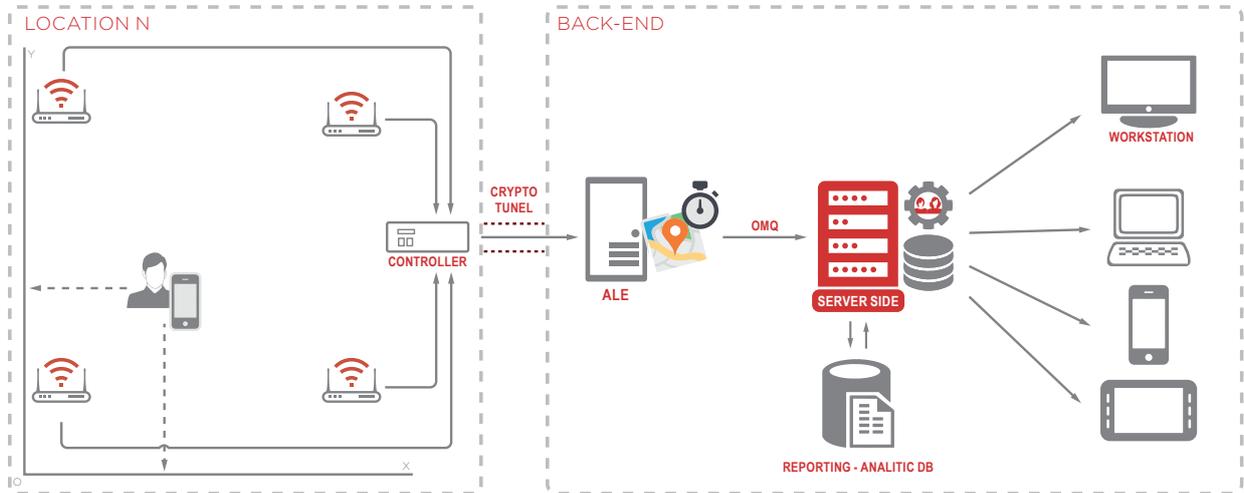
**G|FENCE**

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## NUTS AND BOLTS OF G#

Thanks to the cooperation with the manufacturer of the wireless components, Aruba, G# consists of hardware and software components: Aruba Wi-Fi Access Points, Mobility Controller, Analytics and Location Engine (ALE) i Saga Location services, analytical module, front-end.



## HOW DOES IT WORK?

Each object with an installed Aruba Access Points has a controller that unites them. Gathered signals from the Access Point based on the scheme, ALE (location service) converts into a specific appearance of the device at the location. GFence, transactional-analytical solution in real-time, is processing data received from the ALE and migrates them into the analytical base. Based on these data, complex reports are generated in real time based on a set of predefined filters.

## AND WHAT ABOUT ADDED VALUE?

If you manage to win your visitors over to using your Wi-Fi for Internet access in branches, you will get huge marketing opportunities. By using location tracking, you can create profile of customer's interests on the basis of the stopping points in the branch, which you can use during the current visit or future visits of the consumers to your branches in the form of promotion through web banners (captive portal) or existing DMS (Digital Media Signage), through email promotions, social networks to keep their awareness and thus encourage their future visits, which inevitably builds customer loyalty.

## WHAT DO I GET?

In addition to the hardware infrastructure for WIFI, you get the opportunity to determine how long the customer has stayed in branch, where they stopped and how often they visit it. When these data are compared to real sales, you can directly measure the commercial impact of your marketing campaigns with the real-selling in branches. You will receive precise analysis and reports on the movement, and stopping points in your interest areas.



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