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UNISYS BEACONBUDDY LOCATION SENSING

APPLICATION FRAMEWORK

HIGHLIGHTS

- Creates enhanced customer experience with location-triggered app behavior for targeted offers and tailored information on products and services

- Streamlines customer transactions

- Collects traffic flow data on hot spots and choke points for analytics that optimize marketing, product layout and service demand

- Enables more detailed understanding of user profiles and preferences

- Incorporates popular Apple iBeacon framework and Estimote Beacons Bluetooth technology

ENHANCED SERVICE AND SALES THROUGH LOCATION SENSING APPS
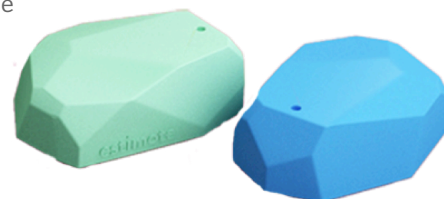
Whether you're an airline trying to get passengers through airports or a traditional merchant looking to enhance the in-store experience, it's important to understand who and where your customers are. Unfortunately, many traditional tools give you just part of the picture: GPS services show location, but with limited resolution, especially indoors. Analyzing Wi-Fi connections may give you better resolution, but only with actively connected devices – and many users don't connect to public Wi-Fi at all.

Now, Unisys helps businesses leverage the fast growing "Internet of Things" – our expanding online universe of sensors, embedded electronics and, in particular, location beacons – to build an integrated customer sensing environment. We've created the "BeaconBuddy" app and framework as a fast and reliable way to deploy low-cost Bluetooth location beacons and integrate them with Apple's iBeacon technology for your own, highly accurate network for sensing customer location and movement.

LOCATION SENSING MADE EASY

Beacons are small wireless devices that transmit a constant signal to locate nearby mobile devices. With the right application controlling the right array of beacons, a business can create a detailed sensing network to track customer movement – including indoors – and harvest that data for insights on customer behavior and loyalty.

Unisys BeaconBuddy simplifies setup and helps companies get started right away with beacons placed physically in strategic locations around the business. We recommend the low-cost beacons provided by Estimote.com:

These require no wiring and the low-power transmitter operates on a battery for 1-3 years without maintenance.

When a customer's mobile device detects a beacon, specific actions are programmed for that beacon, depending on where it's located. The action may be an alert or display message; maybe the customer gets a text about special pricing for a product that he or she just walked past; perhaps a URL link appears to direct customers to more information on a website. The application is configured to know how to respond to the activation of each beacon. This information can be downloaded automatically by the application and does not require an app update.

The Unisys BeaconBuddy mobile application will be available on public app stores for customers to download. Once downloaded and installed, the customer is asked to permit the application to use location information. Once the customer creates an account and logs in via the application, you can track individual users' usage habits and extract useful information from those habits. Users who have not logged in will still receive beacon notifications, but their usage will not be tracked.

POWERFUL ANALYTICS TO LEARN MORE ABOUT YOUR CUSTOMERS

A main advantage of BeaconBuddy is the rich data it provides on customers' actions and activities so you can determine interests and target follow-though actions to boost sales and loyalty:

WHY UNISYS

With BeaconBuddy, Unisys provides the support for small businesses to fully exploit the power of location sensing apps without a large outlay for app development and beacon management. We also provide advanced analytical capabilities to better understand and serve your customers.

Contact Us at AdvancedAnalytics@unisys.com to connect with our experts. We'll help you implement affordable big data technologies for data-driven insights that deliver tangible business impact.

To find out more about how our solutions can work for you, please visit http://www.unisys.com/advanced-analytics

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