



FUTUREIN DIGITAL

Transforming Shoppers In Store Experience

Using Technologies – Vision AI , IoT and Mobility



FUTUREIN DIGITAL

About Us

- ConsultIT™ Technologies , Delhi NCR based , established 2012 , key focus on IoT , Location Analytics , Mobility and AI.
- Registered under Startup India , MSME ,NSIC
- Quality Certifications from ISO QMS,IT Security and Help Desk; 9001, 20000 , 27000
- Launched four products under FutureIn**Digital**™ integrating IoT, AI,Cloud and Mobility technology stacks
 - Next Generation Malls – For In Store Customer Delight and Navigation
 - Proximity Reporting – Integrate with Oracle EBS – Get Insights on warehouses , Plants , Asset just by your proximity
 - Smart Objects – Enable your electronics , white goods advertise themselves
 - Smart Mirror – Revolutionise the next Garment Trial Experience



“A Shoppers Pain Points”



- Must be Expensive
- Too crowded not for me
- Right Product = My Preferences
- Customer Price Delight Point = Price of Online plus comfort of immediate delivery

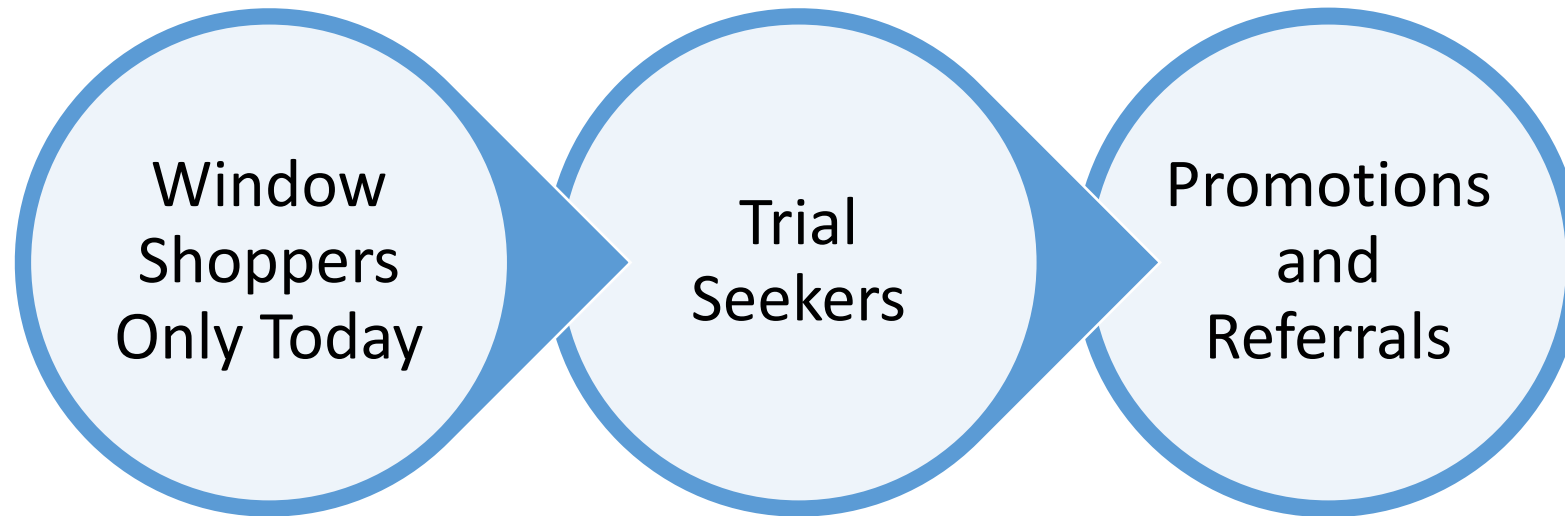
- Missed Happy Hours
- Late , all the good ones are gone now left are the ones I don't want

- Generalized Offers X
- Tailor Made Offers “Yes”
- If I cant find you I may as well forget you – No Endless Walking





“The Retailers Pain Points”



- Passed by

- Tried didn't buy
- What do they want , maybe the price !!
- Can I give a offer but only to some genuine buyer within reach

- Customers know their friends preferences why cant they just refer something that matches
- I am a small shop , cant have expensive AD work , the static banner is no good

“Is there a Technology Solution” YES



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SPECIAL DISCOUNT

Proximity Offer
1m to 10m

Customer Profiling
AI,
Preferences,
Past Purchases

- Clothes
- Food
- Electronics
- Movies
- Shoes
- Fashion Accessories

Mobile Advertisement Panel – LCD, Projector, 3D Projector



SMART SOLUTIONS

Social Integration



Informative Alerts / New Arrivals Personalized





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FutureInDigital™ SmartShops Concept

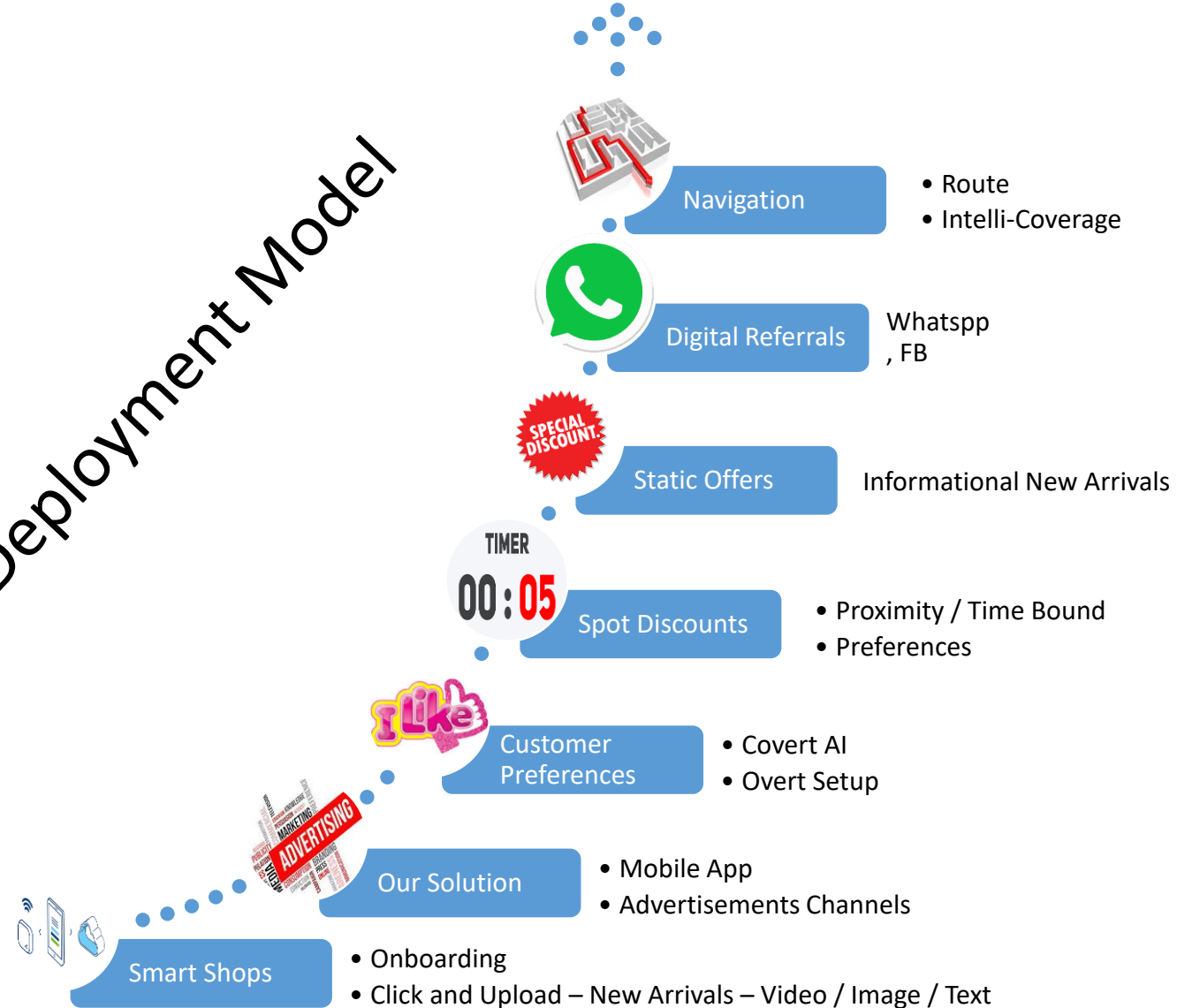
- Enablers
 - Mobile and Bluetooth
 - Digital promotions , -"Selfie World"
 - Vision Analysis using AI
 - Intuitive Mobile Applications
 - Rich Analytics.
 - Guaranteed RoI
 - Dynamic Advertisement COMPETE with Online Ads in Brick Mortar Store
 - Easy Navigation / Directions

FutureInDigital™ Smart Shops Concept



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The Seven Step Deployment Model





Analytics – Answering Hidden Questions

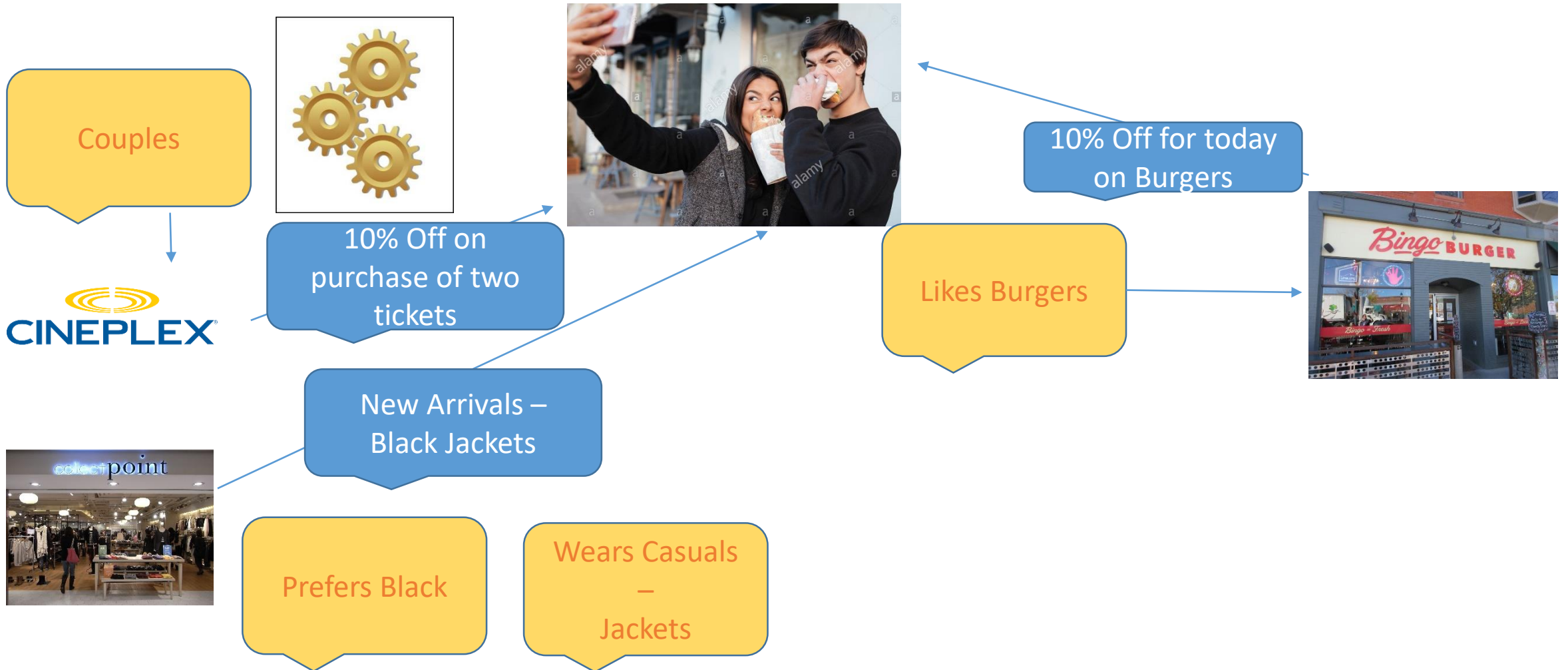


- Today a traditional mall manager has a knowledge GAP
 - How many customers spend how much time in a section of a mall , floor of a mall or in front of a shop.
- Does it matter to us as Mall Facility Managers – **It does**
- Food for thought
 - People spend more time during afternoon in the Food Court – NO BRAINER
 - A shopper spends one hour before making a sale – **Insight**
 - In case of low crowd the shopper spends less than 30 minutes per sale - **Insight**
 - A person changes food preference when he is in a age group of 40-50 every time but remains consistent in the lower age group – **Insight**



AI vision@work

A Selfie clicked using our Mobile App and Uploaded





Summary

- ✓ Customers
 - ✓ Get best discounts
 - ✓ Remain Informed on new Arrivals
 - ✓ Share offers with friends
 - ✓ Tailor Made Highly personalized
- ✓ Sellers
 - ✓ Meet Customer Expectations
 - ✓ Target right – Ensure higher convert ratio
 - ✓ Advertise from your mobile phones – Play on Projectors , 3D walls Mitigate Big Shop vs Small Shop
 - ✓ Time based Spot Offers
 - ✓ Get Digitally connected – FB / Twitter
- ✓ Facility Managers
 - ✓ Higher Foot Falls
 - ✓ Transition to Smart Malls
- ✓ Technology Hallmarks
 - ✓ Use Technology – AI , IoT , Mobility to reach your customers precisely and faster



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Q&A

- Reach out to us for transforming your real estate customer experience, if you are a
 - Multiplex
 - Shopping Center
 - Exhibition Center / Trade Fair
- **FutureInDigital™** / Twitter / FB /
 - 9810266776 – **Ravi**
 - 9999214292 – **Raju**