

INDOOR LOCALIZATION TECHNOLOGY & EXPERTISE

POSITIONING ► TRACKING ► NAVIGATION



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**Nextome is a software
and IoT company specialised
in Indoor Navigation and Real Time Positioning**



What we do, our solutions for different industries

**Manufacturing
& Industry 4.0**



**Smart Building
& Office**



**Retail
& Hospitality**



Healthcare



Smart city

(Station, Metro Station,
Airport, Security services)



Retail & Grocery Stores

Delight customers with enhanced shopping experience and exploit geo data

Brick and mortar stores are facing an **increasing pressure** due to the rise of the **e-commerce**. With the new omnichannel shopping paradigm physical they are more and more requested to **rethink their shopping experience** with an innovative, integrated digital solution.

Indoor Location and Navigation Systems works as foundation to provide a **seamless customized shopping experience** to customers while providing the business with data and tools to attract more customers, **increase** the space **profitability** and improve the overall **customer experience**.

► **Over 80%**
of consumers still buy
from brick & mortar
stores at least once a
week

► **Over 70%**
of consumers would rather
search for information about
products on their smartphones
than asking a store assistant
for help



Main applications in the Retail Grocery Industry

Indoor Navigation & Product Search

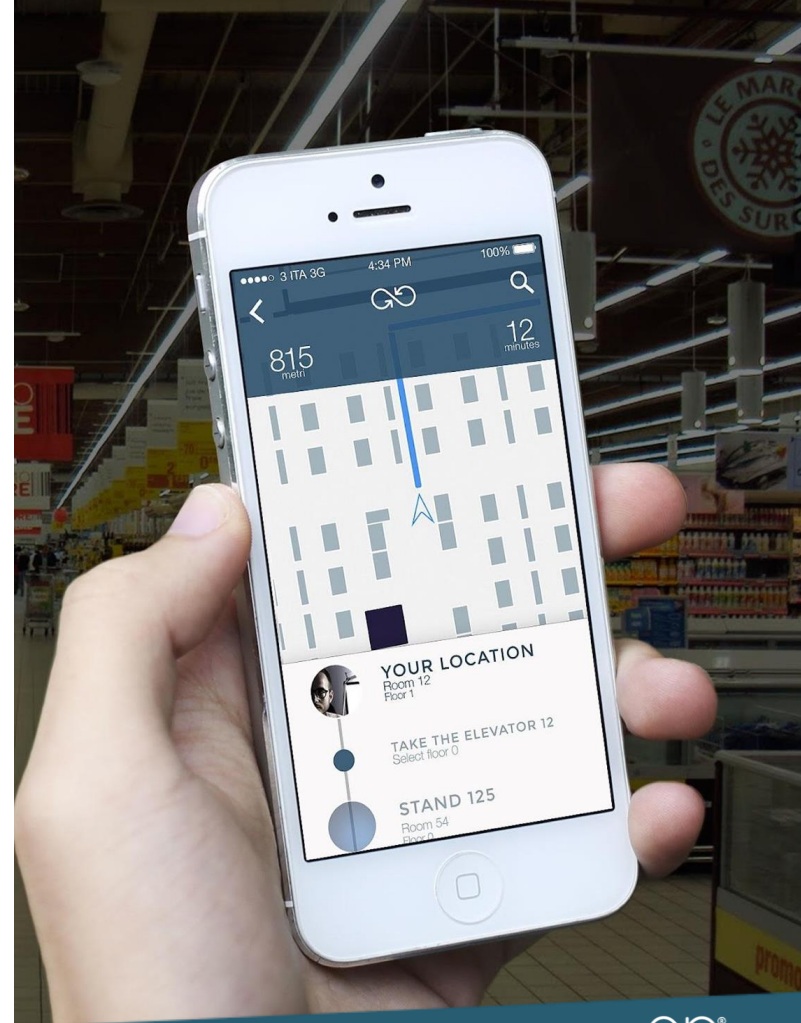
Visitors may use a mobile grocery in-store navigation app to plan their routes based on purchase lists, search information about brands, and select departments to go.

Features

- Interactive store mapping with points of interest (POI).
- Turn-by-turn in-store navigation with up to 3 feet accuracy
- Product search linked to interactive maps.

Expected Benefits

- Improvement of mobile app user experience.
- Direct communication channel to customers.



Main applications in the Retail Grocery Industry

Traffic and Visitor Analytics

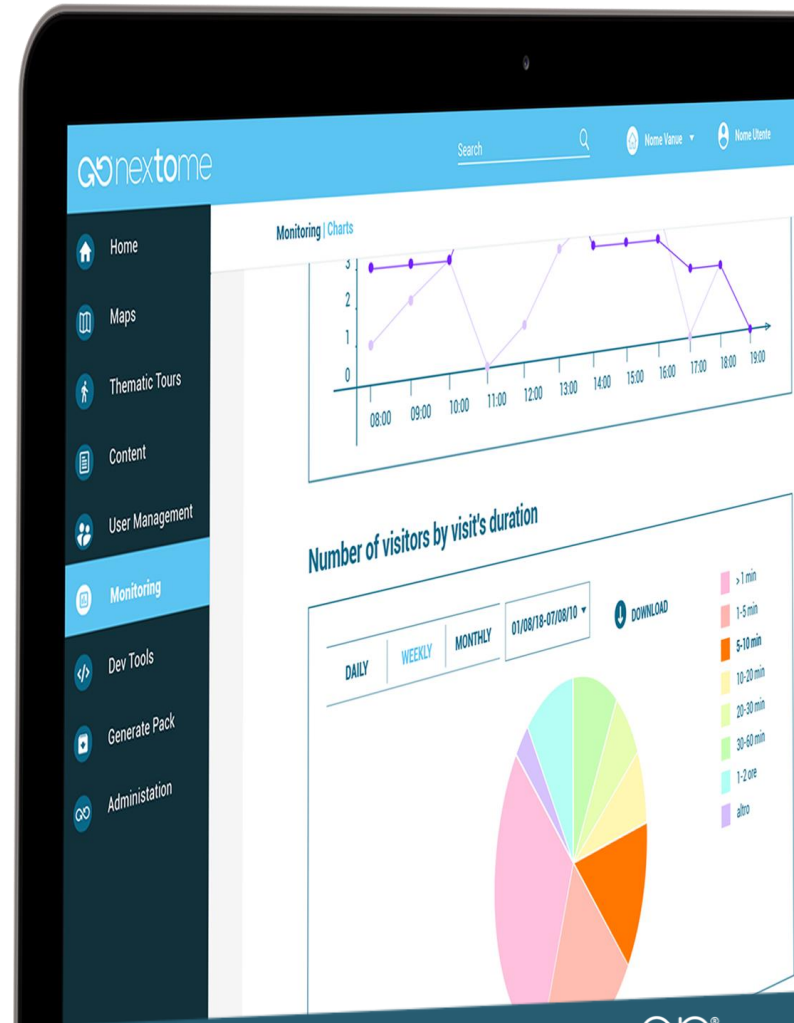
Analyze in-store customers' journeys , monitor store visits with up to shelf accuracy and control congestion levels.

Features

- Analytics of visitors' behavior with heat maps, flow maps.
- Store visits, dwell time, visit frequency.
- Real Time Crowd and Occupancy control

Expected Benefits

- Improvement of Customer Behavior analysis
- Improvement of Customer comfort and security



Main applications in the Retail Grocery Industry

Proximity Marketing Communications

Deliver relevant, highly engaging location-based content to consumers and achieve better promotion engagement.

Features

- Location based targeted push notifications (via mobile application).
- Online retargeting based on customer location data

Expected Benefits

- Increased Customer engagement
- Efficiency improvement for targeted promotions in stores and online



Main applications in the Retail Grocery Industry

Staff Efficiency Tracking

Monitor employee activities and control workers engagement according to a prescribed schedule to improve coordination processes and efficiency.

Features

- Real-time in store navigation for employees
- Control over facility management tasks
- Real-time adjustment of daily assignments.

Expected Benefits

- Reduce time on day-to-day tasks.
- Improvement of customer service quality.
- Improvement of security and safety level.



Main applications in the Retail Grocery Industry

Cart Tracking

The navigation system built into a tablet on the grocery cart will allow you to build a convenient route to the desired shelves with goods.

Features

- Building a convenient route to shelves or racks with products.
- Find any item from your shopping list in a few taps.

Expected Benefits

- Anti-theft feature.
- Optimized routing for order picking.
- Monitor traffic in real-time and determine bottlenecks.



Contacts



E-MAIL: info@nextome.net

PHONE: +39 080 880 69 15



Nextome SRL

Via S. Francesco, 31
70014, Conversano
ITALY



Fabio Ostuni

f.ostuni@nextome.net
www.nextome.net

