



Mall Area

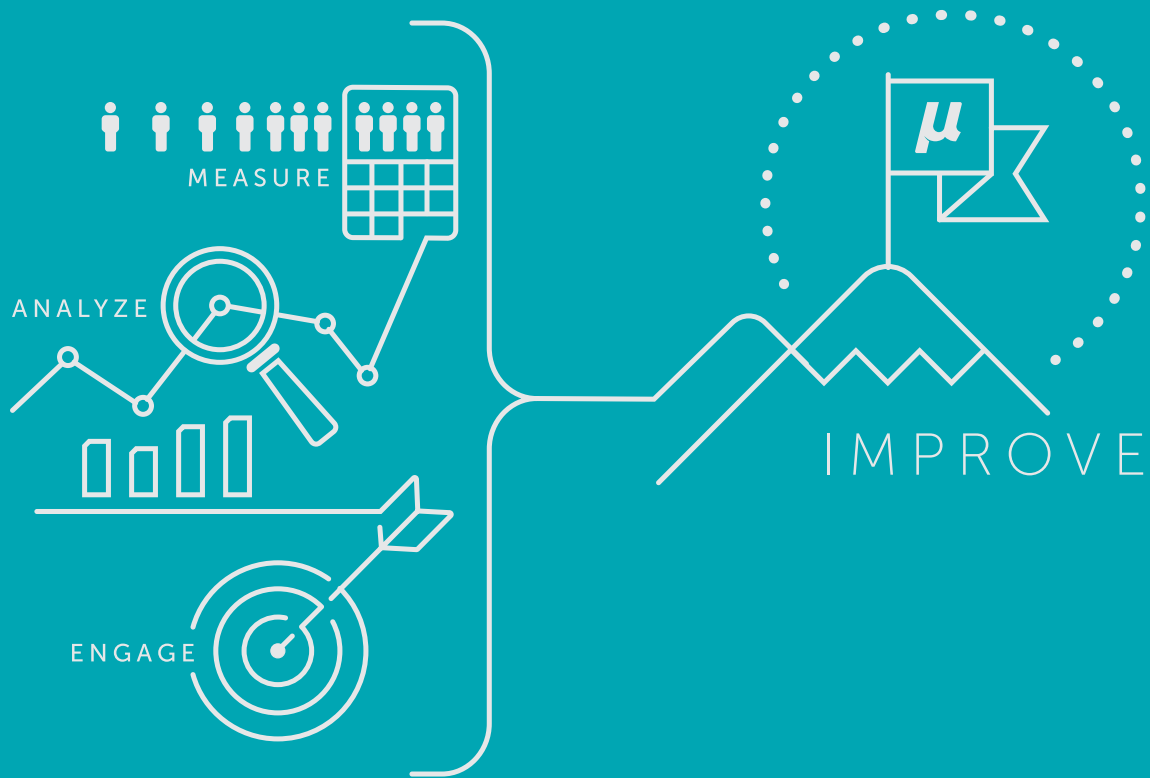


MALL BUSINESS

Data, insights and customer experience to manage and increase traffic and revenue



MICROLOG
Smart marketing solutions



Over
30
Years of
Experience

Analytics

Web Platform

+350
Installations for the
Mall Area

1st
People Counter
in Italy

Manufacturer

Customer Care

R&D

Microlog is an Italian leader in developing innovative marketing tools for shopping centers, department store and retail market.

Microlog is the ideal partner to supply technologically

advanced solutions to improve your business.

Microlog is a manufacturer of its own systems and also a partner of the world wide most important producers of counting devices.

WHAT CAN WE DO FOR YOUR SHOPPING CENTER?

Measurement

- . People counting.
- . Cars counting.
- . Customer behaviour.
- . Customer satisfaction.

Engagement

- . Instant win.
- . Loyalty & App.
- . Indoor navigation.
- . Digital Signage.
- . Wi-Fi guest.

Management

- . Cleaning toilets.
- . Specialty leasing.

Services

- . Dedicated projects.
- . Performance analysis.
- . Data validation.
- . Web platform.
- . Analytics APP.



PEOPLE COUNTING ARTIFICIAL INTELLIGENCE

UNDERSTANDING YOUR POTENTIAL AND TAKING THE MOST PROFITABLE
DATA-DRIVEN DECISIONS

Sensors

- . 3D camera, thermal, Time of flight.
- . We adopt only devices with accuracy over 98%.

Extra features

- . Staff exclusion.
- . Gender recognition.
- . Groups identification.
- . Dwell time.
- . Shopping time.

Aims

- . Is your marketing campaign effective?
- . Are your resources well optimized?
- . How much can you improve?
- . Why do you have unsatisfactory performances?
- . How does the weather impact on traffic?
- . How are your performances in comparison with the benchmarks?



CUSTOMER SATISFACTION

UNDERSTANDING AND IMPROVING THE CUSTOMER EXPERIENCE USING SERVICES, THROUGH FEEDBACK TERMINALS.

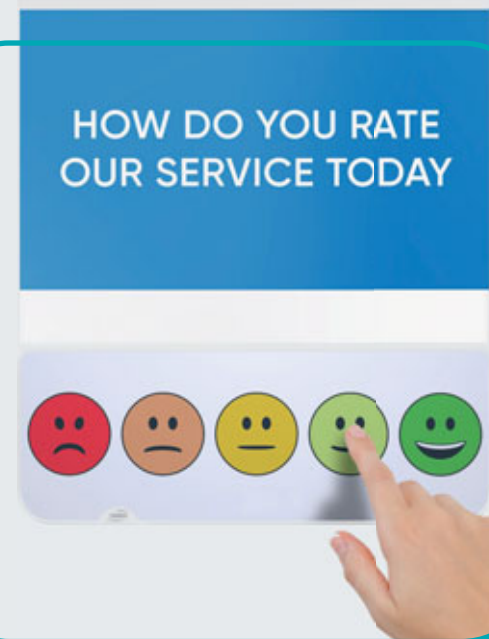
Devices

- . Touchpoint terminals. with customizable panel.
- . Video terminals.
- . Analytics platform.



Aims

- . Which is the degree of users satisfaction?
- . Do you need to improve the service provided?
- . Analyze feedback to resolve issues and boost positive reviews.



CLEANCHECK 2.0

IMPROVING TOILETS MANAGEMENT AND VISITORS SERVICE

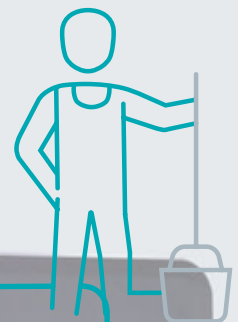
New CleanCheck 2.0, connected to a people counting system, detect people entering the toilets and notifies the staff when it's time to clean.

Sensors

- . CleanCheck, Rfid.

Aims

- . See on display the exact hour of last cleaning.
- . Receive an alert when it is time to go to clean.
- . Monitor your resources and their effectiveness.
- . Forecast and optimize the staff shifts.
- . Users can express the degree of service satisfaction.



CHECKINWEB RETAIL INTELLIGENCE

ANALYZING DATA WITH INTUITIVE DASHBOARD FOR IMMEDIATE ACTIONS.

CheckinWeb is already integrated with all the main sensors available on the market. Data are stored in our cloud-based platform that you can easily consult for deep analysis.

Key features

- . Secure login.
- . Automatic data backup.
- . Access from every browser at any time.
- . Read data in nearly real time.
- . Different data aggregation views.
(from year to 5 minutes).
- . Aggregation by type of mall, region or area.
- . Comparison by space or time.
- . Annotations.
- . Performance analysis.
- . Forecasting.
- . Custom and automatic reports.
- . Direct exportation to different file formats.
(Excel, PDF...).
- . Turnover and receipts directly from the stores.

- . Benchmarking.
- . Scalable for any size of enterprise.
- . API for external data integration.

New KPI

- . Dwell time.



DATA VALIDATION

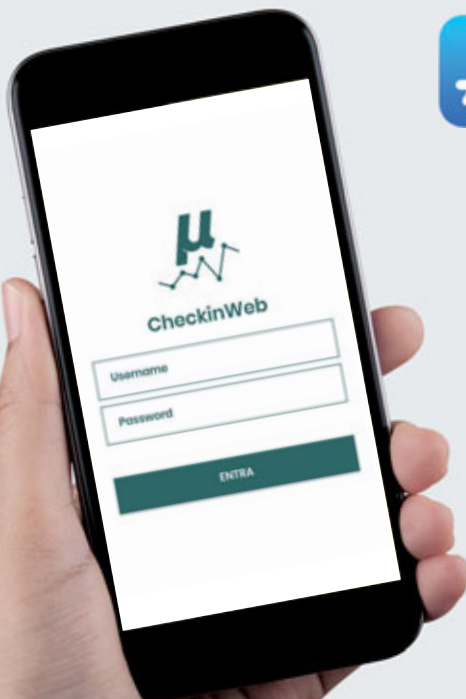
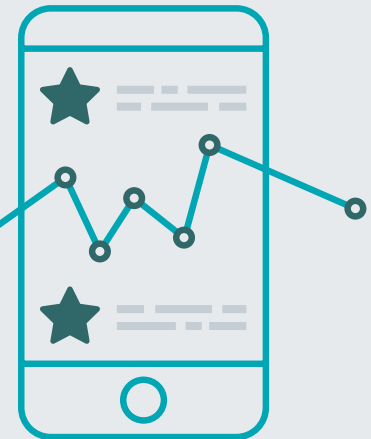
CHECK THE DATA QUALITY.

Charateristics

- . Data validation is an important service made by our expert team to continuously check the quality of the collected data.

Aims

- . It is the best way to avoid data missing and to adopt the right strategy.



APP CHECKINWEB

MONITOR LIVE PRESENCES AND STATISTICS.

Devices

- . Smartphone and tablet.
- . Android and iOS.

Aims

- . View the number of admissions recorded by our people counters and the trend Vs previous year, simply from your smartphone.
- . View live presences.

INDOOR NAVIGATION

EMPOWERING VISUALLY-IMPAIRED AND NAVIGATION.

Devices

- . App.
- . 2D color code.

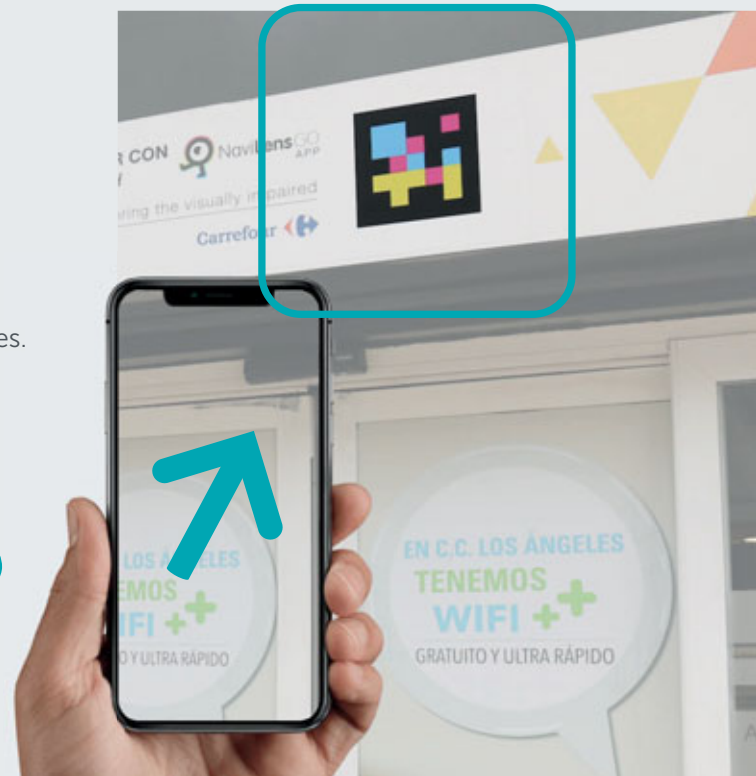


Characteristics

- . A scannable code at 12 meters far away.
- . Audible information for blind people, in 33 languages.
- . Ultra fast reading capability.
- . Wide angled reading up to 160 degrees.

Aims

- . Facilitate orientation for visually impaired.
- . Navigation assistance in Mall.



WI-FI GUEST

IMPROVING YOUR VISIBILITY AND COLLECTING STRATEGIC DATA.

Devices

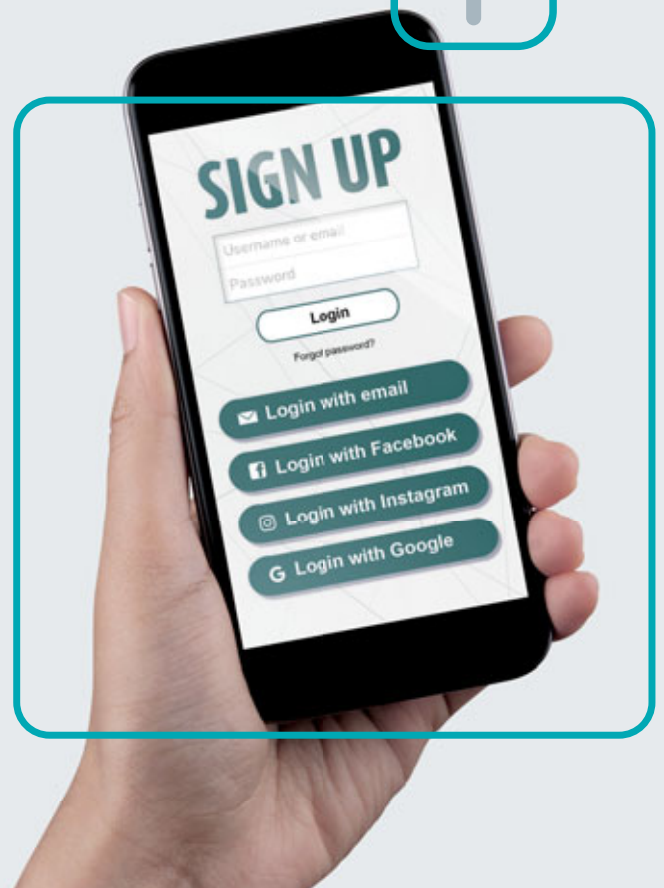
- . Firewall, switches, access point, captive portal.

Characteristics

- . Customizable, Social login.

Aims

- . Enhance the customer experience.
- . Advertising and information.
- . Mall Directory.
- . Communicate promos with dedicated pages.
- . Social networks will receive a noticeable boost, while CRM will significantly increase number and quality of contact.
- . Collect data for customer's profiling.
- . Manage promotional operation and games.



LOYALTY AND APP

COLLECTING POINTS AND GAINING STATUS DIRECTLY WITH APP, LOYALTY CARD AND SALES RECEIPT

Devices

- . APP, Promokiosk, Loyalty card.

Key Features

- . Customizable system.
- . Customers can directly register any purchase by simply uploading a picture of the receipt.
- . Pictures can be uploaded using APP or our kiosk.
- . Customers expense will be converted into fidelity points added to their loyalty accounts.

Aims

- . Create a better customer experience.
- . Improve both mall and tenant visibility.
- . Communicate promos, marketing and adv campaigns.
- . Manage back-end promos operation and games.
- . Availability of many data and different dashboard.
- . A consistent detailed and clustered CRM contacts.
- . Increase purchases and revenue.

The image illustrates the integration of a mobile app with a web dashboard. The app, held in a hand, displays a 'Shopping Center FIDELITY CARD' for 'MARIO ROSSI' with a barcode. The background dashboard includes:

- Transactions Table:**

Date	Card	Points
May 6, 2021	64	
May 5, 2021	13	
May 4, 2021	96	
May 3, 2021	17	120
May 2, 2021	7	18
May 1, 2021	40	9
Apr 30, 2021	504	520
- Filters:** Shop, Min Receipt, Max Receipt, Uploaded by.
- Bar Chart:** Active Cards (700 scale), Doughnut Chart.
- Legend:** Active Cards (red), Issued Cards (grey), Receipt amounts (blue), Points gained (green), Points spent (orange).

INSTANT WIN

TOTEM WITH AUTOMATIC RECEIPT READERS, TO ANIMATE, AND GRATIFY CUSTOMERS

Devices

- . Promobox, Promokiosk, slot machine.

Characteristics

- . Manage a promotional operation.
- . Certified random prize distribution.
- . No operator needed.
- . Easy to install.
- . Customizable.
- . Play directly with your receipt.



DIGITAL SIGNAGE

ENGAGING YOUR CUSTOMERS WITH SMART DIGITAL SIGNAGE AND INTERACTION.

Devices

- . Kiosk, video, videowall, led wall, touchscreen, player.

Aims

- . Enhance the shopping experience.
- . Increase marketing effectiveness.
- . Advertising and information.
- . Improve brand awareness.



UPPER SPACE PLANNER

THE FIRST PLATFORM FOR SPECIALTY LEASING

Key features

- . Certified and profiled customer database.
- . Contract creation and data storage.
- . Activity calendar.
- . Report and offer creation.
- . Multilevel and aggregate analysis.

Aims

- . Manage your exhibition spaces.
- . Analyze and monitor performance.
- . Monitor advertising and special formats.
- . Optimize your business with targeted strategies.
- . Improve your performance.



UPPER SPACE PLANNER



We have been working with



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Smart marketing solutions