

PHILIPS

Indoor positioning

Partner solution brief



Frictionless shopping

by best-in-class digital maps, product search and indoor positioning

The challenge

Although on-line shopping is on the rise, 90% of retail purchases still take place in-store. Shoppers increasingly use smartphones and loyalty apps in their shopping journey.

In addition, shoppers trust their mobile device: 73% of smartphone shoppers prefer to use their mobile for assistance vs. a store associate. We believe retailers can utilize this trend to enhance the shopping experience and improve their knowledge of the in-store shopping behavior.

The solution

Aisle411 and Philips Lighting together offer best-in-class solutions in digital mapping, product search, indoor positioning and analytics.

Aisle411's inventory searchable store maps and the Philips Indoor positioning system are integrated to utilize the hyper accurate positioning information for product finding and shelf accurate location based notifications that support shopper buying decisions while they are being made. In addition, the combined solution allows for rich analytics on shopper behavior and store traffic such as customer flows, density and dwell time. The Philips - Aisle411 partnership is both on the technical, and on the commercial level. On a technical level this means that the combined solution is available as a single SDK making integration in a loyalty app easy. On a commercial level, the customer can decide to purchase the joint offer from either party, and have a single point-of-contact for project management and invoicing.



About Aisle 411

Aisle411 is the market leader in providing software that removes nuisance from a shopper journey. The Aisle411 software suite is comprised of several elements:

- Aisle411 store mapping digitizes and optimizes your store inventory and floor plans into searchable store maps for mobile (iOS and Android) and web (HTML5) app integration
- Aisle411 Shelf Visits™ turns indoor positioning data into actionable analytics. Measure shopper behavior, monitor in store dwell patterns, and optimize product placement based on store traffic.

Philips and Aisle411 together offer:

- Hyper accurate indoor positioning
- Mapping
- Product location and search
- Shopping list
- Navigation
- Location based triggers
- Analytics

Vendor profile

Aisle411, St. Louis, MO, USA

Installed base:

software used in > 14,000 stores

Reference customers:

- Wallgreens (8,000 stores)
- Toys'R'Us (600 stores)
- Hyvee (230 stores)

Benefits:

- Increase ROI of existing loyalty app
- Prevent lost sales
- Increase basket size
- Improve conversion rates
- Increase in-store engagement
- Build loyalty
- Create operational efficiencies

Industry acknowledgment:

- Ranked 2nd in ABI Research's 2016 vendor matrix for indoor location, analytics and advertising technologies in retail.

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The advanced indoor positioning technology from Philips Lighting opens up new possibilities that improve the **shopping experience, and empower our staff to operate more.**”

Affan Al Khoori,
Deputy CEO of aswaaq

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