



Indoor Positioning for navigation,  
customer experience analytics  
and customer engagement

---

# Physical businesses don't have the data that makes digital so easy to navigate, optimise and personalise.

Digital services are built on a data flywheel, making personalisation and optimisation easy.

That's what's made digital so easy to navigate, optimise and personalise. And it's what's missing for physical businesses

---

# From retail and entertainment to healthcare and transportation, customer location data is the starting point.

Location data is the first step to digitising the experience.

If the customer knows where they are, they can navigate.

And if you track the customer's location, then you understand the physical customer experience.

---

# Retail has lost 10% market share to ecommerce in the space of a month. Many businesses won't survive.

Digital experiences get better and better. They are convenient, personalised, and increasingly enjoyable.

For many customers, the physical experience is no longer worth the trip.

---

# No indoor positioning solution has successfully balanced accuracy, cost, and privacy.

Expensive sensors or tags might be fine for avoiding forklift collisions. But they don't work for customers.

WiFi data promises a lot, but isn't detailed enough.

Initial costs for PoCs are too high.

---

# Affordable subscription model made possible by advances in technology.

Advances in smartphone hardware and machine learning have made indoor positioning using Bluetooth beacons more accurate, and easier to set up.

The new technology is simple enough to be offered on an affordable subscription basis, with a generous free-forever tier.

---

# Getting started with free indoor positioning

1

Install some bluetooth beacons - using any low-cost iBeacon compatible device from any manufacturer.

3

Download the demo app from the app store to test indoor navigation.

2

Import a floorplan from an indoor mapping provider, or simply upload a floorplan image. Position the beacons on the floorplan.

4

Integrate the SDK into your customer app, and make your site as easy to navigate as a website.

---

# Roadmap to the connected experience

1

Trial indoor navigation using the free tier and the demo app.

3

Optimise and personalise the customer experience using our analytics and engagement products.

2

Integrate navigation into your customer app to make your site as easy to navigate as a website.

4

The connected experience: Send events into a CDP to make physical part of the omnichannel experience.

1

# Indoor positioning + Indoor mapping makes premises as easy to navigate as a website

Large physical sites, from shopping malls to exhibitions to hospitals, are hard to navigate.

The ultimate answer is a blue-dot on a map on a smartphone. Your customers are used to it outdoors - but it stops working inside your premises.

Indoor Navigation used to be hard and expensive. But by improving the accuracy and reducing the costs, Sail makes it simple.

## 2

# Use spatial analytics to improve the physical customer experience.

Websites design is based on data. Which page do users land on? Where did they come from? Which pages do they visit? Why to they leave?

For physical businesses, the same customer analytics is possible, using the Sail indoor positioning engine, and collocator spatial analytics.

3

## Personalise the physical customer experience just as much as the digital experience.

Every user sees a different website. Product recommendations, pop-ups, and offers are all personalised.

By tracking the physical customer journey, and using smartphone notifications, customised content, or smart signage, the physical experience can be personalised too.

# 4

## Integrate the physical experience and the digital experience.

Use sail indoor positioning engine and colocator engage to send physical events like store or department visits into a CDP.

A customer might search for a product on a website, visit a store to touch and feel it, get an offer on the mobile app, and purchase it for home delivery.

The in store experience becomes part of the omnichannel experience.

---

# Customers

Crowd Connected's technology is used in many verticals. But we're particularly proud of the household names we serve in the events sector.

For these customers, our technology has to work for millions of concurrent users. And it has to work from day one, with no downtime and no second chances. And often in the middle of a field.

*If your technology works at Coachella, it works anywhere...*



BMW  
Championship



COACHELLA



NRF  
NATIONAL  
RETAIL  
FEDERATION



---

Putting physical businesses on the right side of digital disruption.