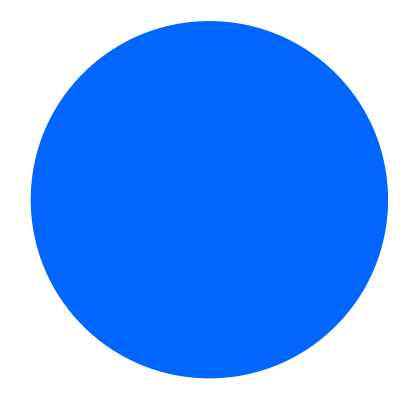
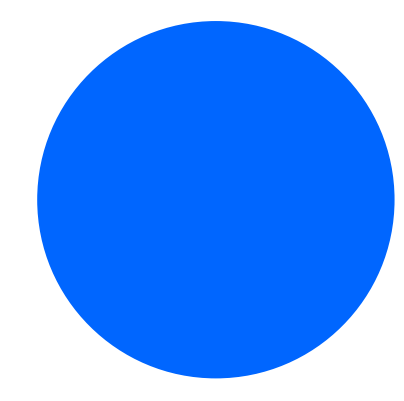


SMART SPACES



Indoor Insights



HOW CAN TELEFÓNICA TECH HELP?

The end-to-end solution that provides detailed information about the behavior and the profile of visitors in your space.

Indoor Insights uses advanced technologies such as IoT, Big Data, and Artificial Intelligence to calculate key indicators for decision making. Among them:

- › **Attraction rate:** Ratio between passers-by and visits to the establishment.
- › **Average time** spent inside the establishment.
- › **Sociodemographic data:** Gender, age or other visitor profiles.
- › **Customer loyalty:** Percentage of repeat-versus-new visits.
- › **Conversion rate:** Analysis of access to specific areas or points of interest.

- › **Shopper customer profile:** Identification of profiles that frequent certain areas or make more purchases.
- › **Relationship between the most visited products and the most sold products.**
- › **Waiting times in checkout areas** and abandonment rates.

You can also combine **Indoor Insights with Proximity Marketing** to send personalized messages to your customers' smartphones according to their profile and location within the store (entrance, checkout area, fitting rooms, etc.). These geomarketing actions maximize the impact of communication campaigns by targeting the customer at the right time, in the right place and with a potential interest in the brand or business.

WHO IS THIS SERVICE FOR?

Applicable to any commercial, relational or experiential space, anywhere in the world and with any level of capillarity.

OUR VALUE PROPOSITION

Our service

Our value proposition unifies all data sources and provides aggregated analytics, enriching the information of the spaces with the profiling and outdoor mobility insights offered by the **Smart Steps** platform. This allows you to know the profile of the potential customers of your business and perform more effective marketing and advertising actions.

As part of Indoor Insights, as a complement to the WiFi analytics service, we not only offer data on customers with active WiFi (detecting the MAC), but also analytics on customers connected to guest WiFi. You also have the possibility of contracting the Customer WiFi Channel service, a new channel of direct and personalized communication with visitors while they are in your space. This channel will also allow you to identify and better understand the profile and habits of your visitors.

What does it allow you to do?

› **Hardware agnostic:**

The solution does not require proprietary hardware, avoiding the need for the customer to make a mandatory upfront investment. This allows the reuse of network hardware already deployed in the stores, such as cameras, access points (APs) or beacons.

› **Simple and intuitive dashboard:**

Dashboards are designed to show all relevant KPIs in a clear and practical way, ensuring that they are really useful for business managers.

› **Integration with Telefónica's Big Data:**

The solution is integrated with The Brain platform, allowing cross-referencing with operator data and enriching KPIs with socio-demographic profile data.

› **The KPIs of the online world taken offline:**

Provides detailed information about what happens in your physical space, offering a level of knowledge comparable to that of eCommerce solutions.

› **Guaranteed GDPR compliance:**

In WiFi analytics, MACs are anonymized and hashed, replaced by a unique identifier without storing the original addresses.

In camera analytics, no facial recognition technology is used and no image is generated or stored that can uniquely identify an individual. Customers only have access to aggregated, anonymous statistics presented through the dashboard.

This approach ensures that the solution is compatible with any medium for interacting with customers, such as mobile devices via QR codes or the web.

Benefits

Improve operational efficiency and reduce costs

You can organize the necessary staff more efficiently by adjusting resources and right-sizing spaces thanks to detailed knowledge of visitor behavior. This avoids unnecessary waiting times and optimizes operating costs.

Space occupancy control and queue management

It is possible to monitor in real-time the total occupancy of the space and generate alerts when a defined threshold is exceeded. This makes it possible to manage access to the premises, optimize the flow of people and send employees to attend to customers at key moments, improving their experience.

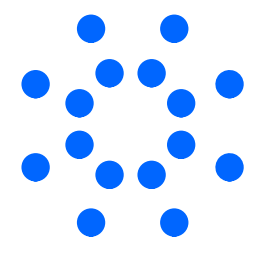
Optimize the use of the space surface

The solution makes it possible to identify how different areas of the space work, maximizing the use of areas with the greatest impact, eliminating underutilized areas and placing marketing campaigns in strategic points to obtain better results.

Increase conversion rates

Indoor Insights provides key indicators such as the profile of potential customers with the highest converting capacity or the actions that generate the greatest increase in sales. This information allows you to design more effective and personalized marketing strategies.

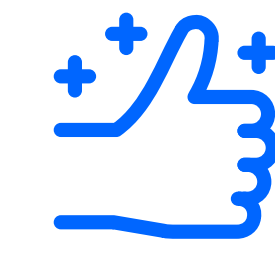
Telefónica Tech's differential value



Telefónica Tech provides a complete solution for the retail sector that integrates connectivity, hardware and applications into a single platform, eliminating the complexity of managing multiple vendors and ensuring a seamless experience.



The solution provides detailed information on visitor profiles and behavior, offering key insights to make strategic decisions to optimize the customer experience.



Customer interaction is improved by analyzing and acting on the data collected, personalizing campaigns and increasing the effectiveness of sales strategies, generating a tangible impact on business results.

EQUIPMENT, TEAMS AND ACHIEVEMENTS

Our teams

- › **+20** years operating in the sector.
- › We operate in **+90** countries.
- › **+100** people make up our team.

Achievements

- › **+ 150 million euros** deployed over the last three years.
- › **+ 50.000 point of sales.**
- › **+ 500** customers.

BUSINESS MODEL

With Indoor Insights, you can access licenses for integrated products (such as video analytics, people counting, WiFi analytics, or funnel analysis) under a flexible and scalable Software as a Service (SaaS) model. This allows you to select the specific functionalities you need, adapting to your business requirements and objectives.

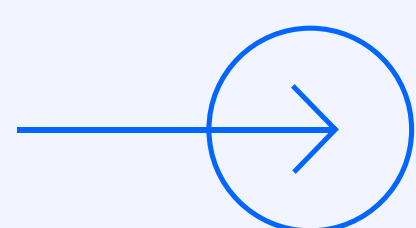
RELATED PARTNERS



RELATED SERVICES

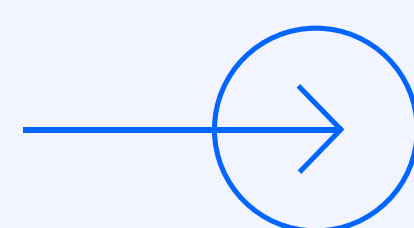
Customer Discovery

Gain direct, real-time access to consumer opinions on social media to understand current and past trends on specific topics while profiling users. This social data analysis enables evidence-based decision-making driven by insights directly provided by consumers.



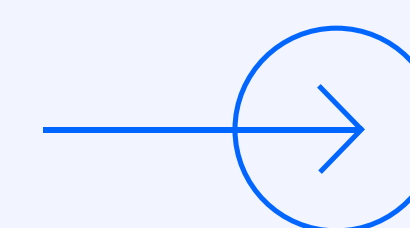
IoT Connectivity & Kite Platform

We provide a comprehensive connectivity service supported by the best IoT connectivity on the market. This includes traditional cellular technologies such as 2G, 3G, and 4G, as well as new technologies specifically designed for IoT communications, like NB-IoT and LTE-M. The entire service is centrally managed through our Kite platform, enabling real-time control and monitoring of your line inventory.



Industrial Cyber Security Assessment

Our experts will support you in the development of industrial cybersecurity master plans, regulatory compliance analyses, technical consulting, and penetration testing, including security evaluations for robots.



Contact us to start the digital transformation of your organization.

