



Mall Area

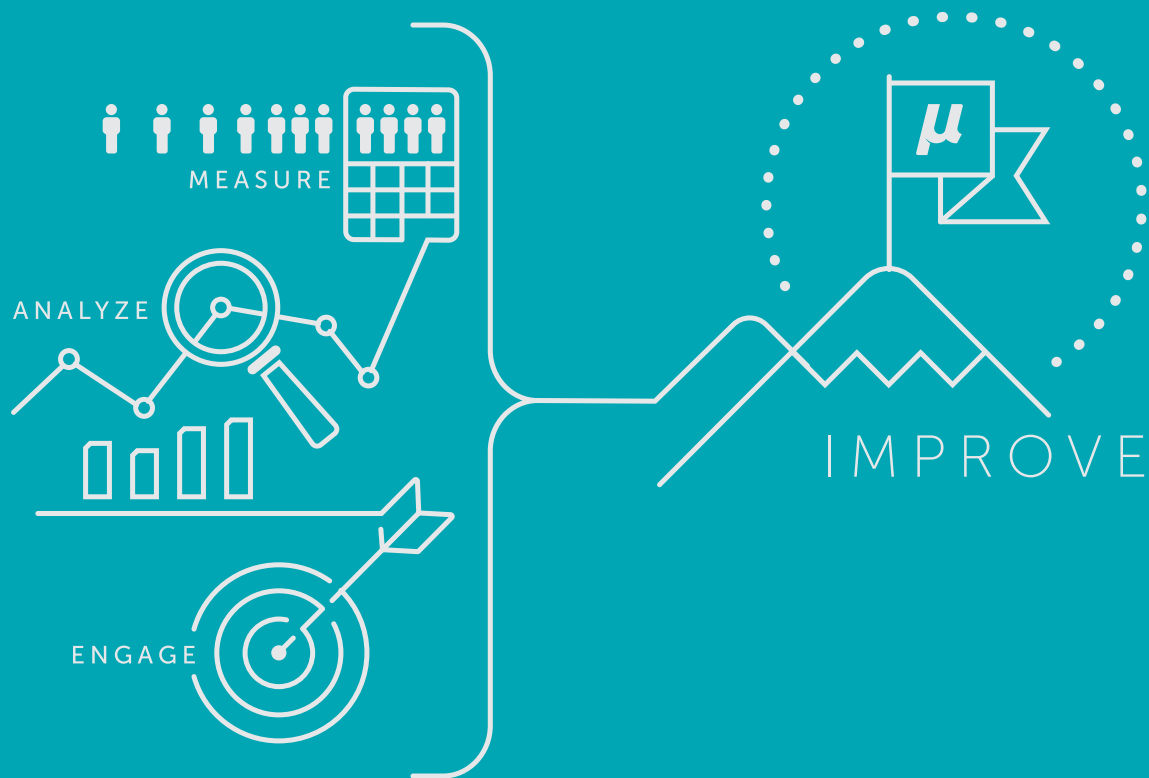


MALL BUSINESS

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.
- . Events check-in.

Management

- . Cleaning toilets.
- . Leasing & Specialty.
- . Tenant KPIs.

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?



CAR PARK COUNTING

COUNTING CARS AND MANAGING PARKING SPACES.

Sensors

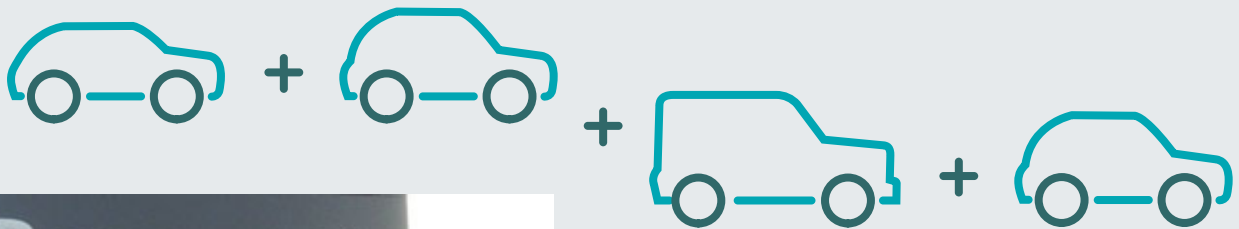
- . Infrared barriers.
- . Inductions coils.
- . Camera.

Devices

- . Led display, led lights

Aims

- . How many cars are there?
- . How many people per car?
- . Reduction in vehicle emissions avoiding time of searching for a parking space.
- . Optimization of parking spaces.
- . Increase customers satisfaction.



CHECKINWEB MALL 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

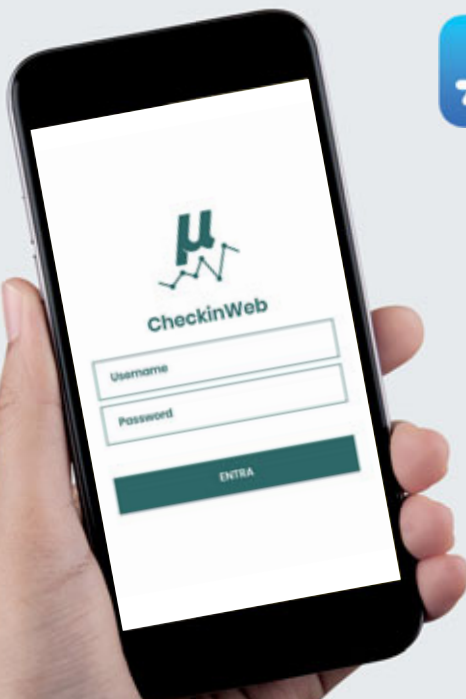
CHECK THE DATA QUALITY.

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.

CUSTOMER SATISFACTION

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

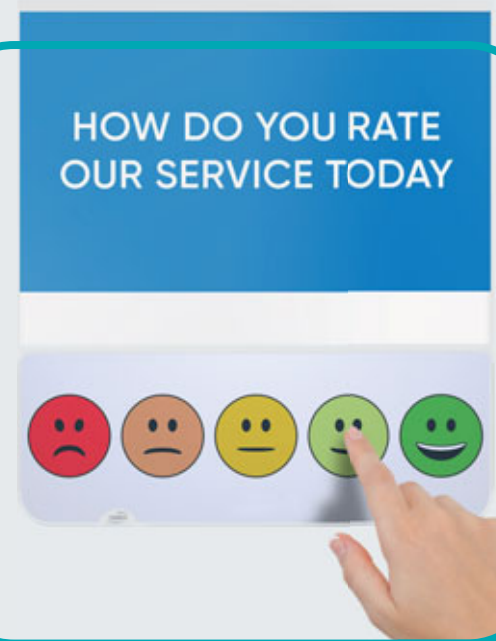
Devices

- . 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?
- . Analyse feedback to resolve issues and?



CLEANCHECK 2.0

IMPROVING TOILETS MANAGEMENT AND SERVICE QUALITY DELIVERY.

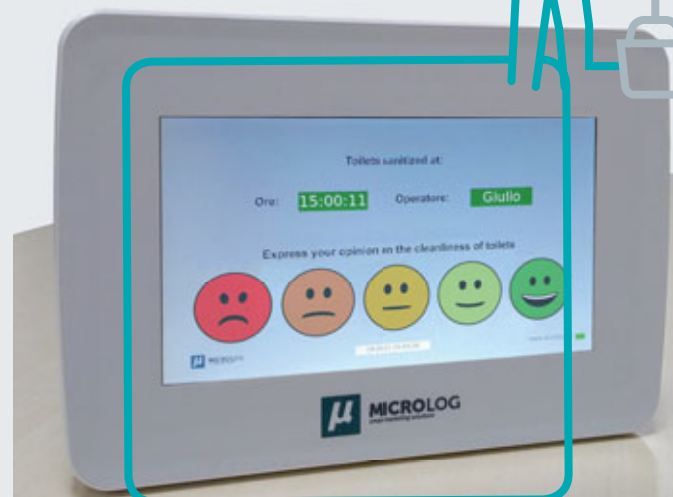
New CleanCheck 2.0, connected to a people counting system, detect people entering the toilets and notifies the staff when it's time to clean.

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.



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.

Transactions

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: [Dropdown] Min Receipt: [Input] Max Receipt: [Input] Uploaded by: [Dropdown]

Bar Chart Doughnut Chart

Active Cards

700
600
500
400
300
200
100
0

Thu May 26 2021
Wed May 25 2021
Tue May 24 2021
Mon May 23 2021
Sun May 22 2021
Sat May 21 2021
Fri May 20 2021
Wed Apr 28 2021
Tue Apr 26 2021
Mon Apr 25 2021
Sun Apr 24 2021
Sat Apr 23 2021
Fri Apr 22 2021
Thu Apr 21 2021
Wed Apr 20 2021
Tue Apr 19 2021
Mon Apr 18 2021
Sun Apr 17 2021
Sat Apr 16 2021
Fri Apr 15 2021
Thu Apr 14 2021
Wed Apr 13 2021
Tue Apr 12 2021
Mon Apr 11 2021
Sun Apr 10 2021
Sat Apr 09 2021
Fri Apr 08 2021
Thu Apr 07 2021
Wed Apr 06 2021
Tue Apr 05 2021
Mon Apr 04 2021
Sun Apr 03 2021
Sat Apr 02 2021
Fri Apr 01 2021
Thu Mar 31 2021
Wed Mar 30 2021
Tue Mar 29 2021
Mon Mar 28 2021
Sun Mar 27 2021
Sat Mar 26 2021
Fri Mar 25 2021
Thu Mar 24 2021
Wed Mar 23 2021
Tue Mar 22 2021
Mon Mar 21 2021
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Wed Mar 02 2021
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Sun Feb 27 2021
Sat Feb 26 2021
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Sat Feb 05 2021
Fri Feb 04 2021
Thu Feb 03 2021
Wed Feb 02 2021
Tue Feb 01 2021
Mon Jan 31 2021
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Sat Jan 29 2021
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Mon Jan 03 2021
Sun Jan 02 2021
Sat Jan 01 2021

Legend: Active Cards Issued Cards Receipt amounts Points gained Points spent

INSTANT WIN

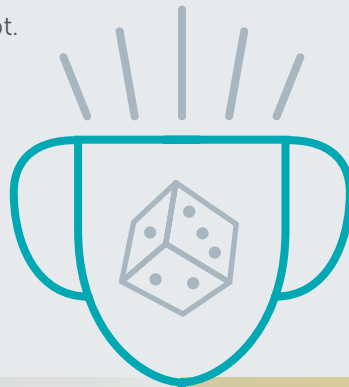
TOTEM WITH AUTOMATIC RECEIPTS READER, TO ANIMATE AND GRATIFY CUSTOMERS.

Devices

- . Promobox, Promokiosk.

Characteristics

- . Manage a promotional operation.
- . Certified random prize distribution.
- . Tickets hard to forge.
- . 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.
- . Digital directory.



INDOOR NAVIGATION

EMPOWERING VISUALLY-IMPAIRED AND NAVIGATION.

Devices

- . App.
- . 2D color code.

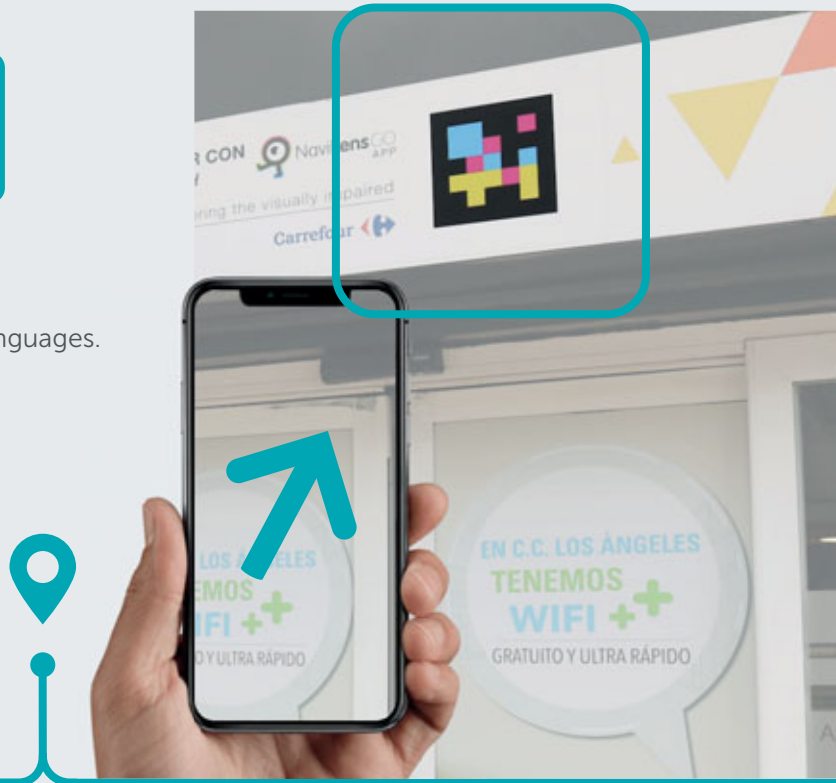


Characteristics

- . 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.



CHECKINEVENT

MANAGING ONLINE REGISTRATION FOR MALL EVENTS.

Devices

- . Web platform, QR code.



Characteristics

- . Customizable, easy to operate.

Aims

- . How can I optimise the flow of people at the event?
- . How many people wish to participate?
- . How many people attended?
- . Observe a maximum number of participants.
- . Efficiently manage events divided into different slots.



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 contacts.
- . Collect data for customer's profiling.
- . Manage promotional operation and games.
- . Improve visibility.



TENANTY

ADVANCED PLATFORM FOR TENANT KPIs MONITORING.

Key features

- . Dedicated and customisable platform.
- . Intuitive dashboard and performance charts.
- . Quick insight of your tenant's KPIs: turnovers, receipts, conversion rate, ...
- . Easy data entry (invoices and receipts) by your tenants.

Aims

- . Analyse the performance of your tenants.
- . Make data-driven decisions.
- . Collect a lot of data in a single architecture.
- . Certified and profiled customer database.



UPPER - SPACE PLANNER

THE FIRST PLATFORM FOR LEASING & SPECIALTY LEASING

Key features

- . **2 modules** can be activated:
Leasing - Specialty Leasing.
- . Intuitive dashboard and charts.
- . Contract creation and data storage.
- . Activity calendar.
- . Report and offer creation.
- . Multilevel and aggregate analysis.

Aims

- . Manage your retail spaces and exhibition spaces.
- . Analyze and monitor performance.
- . Monitor advertising and special formats.
- . Optimize your business with targeted strategies.
- . Obtain certified and profiled customer database.
- . Improve your profitability.



We have been working with



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