

HP – IoT STORES TRANSFORMATION

Beacon Installation in TIM stores

clar^{iter}

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IoT DEVICES ALL OVER ITALY

HP Italy teamed up with a National telco operator, to give support on several advertising projects, to design network and IoT infrastructures and to validate new mobile apps capable to send specific advertising messages to end users.

The overall system operates throughout all Italy, covers hundreds of key stores, and serves lots of the Operator customers



21 Areas

100+ Cities



200+ Stores

Clariter helped TIM accomplish **an impossible goal**.

Having the stores send messages directly to customers passing by the them or to customers inside the store, the Operator was able to inform them about new offers, assistance, and any other information that was asked.



THE CHALLENGE

Installing the HP beacons overall the national territory and letting them work perfectly together with the HP dedicated apps was supposed to be a complex task, very expensive and time-consuming.

The project foresaw the installation and calibration of a huge number of beacons in the operator's shops. Those devices would then send messages to potential customers walking nearby the shops (in a range of 200 mt.) and inside the shops too.

How to deal with the consistency of the various potential suppliers in every single region ?

THE CLARITER APPROACH

Clariter could offer a combination of different skills:

- The project coordinator: a person capable to deal with HP, with the professionals and with the community of experts at the same time;
- A number of professionals experts with app calibration and testing;
- A huge and diverse community of experts spread throughout the whole Country, to carry out the installation of the beacons and the app measurements;

Thanks to that the activities could be done on the entire territory in parallel and homogenously

THE THREE PHASES

phase

1

An important recruiting campaign within Clariter's community got underway to select those who had the necessary requirements to carry out the actions in the project.

phase

2

Members of the community were trained on how to properly install the beacons from Clariter professionals.

phase

3

Time planning of the individual activities to optimise: users had to physically go to Operator' shops during the day to carry out the installation, calibration and test out the message feature. Lesson learnt were shared day by day.

SOME RESULTS



150 community members involved



200+ stores covered in 100+ cities in Italy



Less than 2 months to complete the tasks

MAIN BENEFITS – A COST EFFECTIVE SOLUTION

The right way to achieve excellent results with cost optimisation, timings, and effectiveness.

Sensible cost-saving on the project, by using people already available to carry out both installation and calibration.

Clariter as a single point of reference for HP. This helped HP to save a huge amount of time from a project management point of view.

Harmonisation and optimisation of all the activities throughout the project to cover 200+ shops located in 100+ cities.



AND NOW, WHERE'S NEXT?

LONDON
ROME
LISBON

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