

EIT DIGITAL DEEPHACK

OLIVETTI CASH REGISTER 4.0 HACKATHON

HACK THE FUTURE OF SHOP KEEPING

HELSINKI

27-29 SEPT 2019



ULTRAHACK

JOIN US TO HACK THE FUTURE OF SHOP KEEPING

Merchants have hard time to digitalise their shops to create a new customer experience and be ready to answer to new digital needs and behaviors of their customers, in loyalty, mobile payments, customer relations. Current solutions require different devices and non-integrated apps. The majority of merchants have no strong digital and strategical skills to create a full digital transformation strategy for their store, have limited budgets and no clear starting point for their transformation.

The new generation of Olivetti Cash Registers will help Merchants to digitalise their store by creating a connected digital hub, which manages various applications: Payment, Loyalty, Warehouse, Taxation, Digital Touchpoint etc. With just one device and a certificated App store, they will be able to control different aspects, ranging from customer relationship, internal processes, communication, social marketing and free time (e.g. by managing Social Profiles).

Come up with concepts, demos and apps which utilise Olivetti's next gen cash register as digital hub to better manage shops and create unique customer experiences.

Solution domains we appreciate:

- Interaction between shopkeeper and customer: e.g. proximity marketing, loyalty, multichannel communication, gamification, personalised customer service or others
- Innovative payment methods - e.g. mpayment, bluetooth payment or other payment methods
- Shop IoT control - e.g. doors/windows/air conditioning/light control or other controls
- Digitalisation of internal shop process - e.g. staffing, task assignments, stock management, purchasing or other processes

Olivetti, the historic brand of Italian industry, is now a renewed and evolving enterprise with a presence on the domestic and international markets. Olivetti is a leading company in the Office and Retail market, a point of reference for IT solutions and advanced digital services for the business world and the Digital hub of the TIM Group.

PRIZES

- Prize pool for the winning teams: €5,000 in cash
- Consideration for inclusion in the Olivetti APP Store Partner Program

HOW TO JOIN

1. Apply for the challenge at ultrahack.org/helsinkihack2019 and complete your profile.
2. Enter a 'submission' by adding the project name and thorough description.
3. Add team members. Teams can be up to 5 people. Each team member needs to register individually to join the submission.
4. Shortlisted teams will be invited to the event, where they will code and pitch their solution to the judges.

REGISTER NOW

Closing date: 12 SEPT 2019

Ultrahack.org/helsinkihack2019

Location: Helsinki (EIT Digital Helsinki CLC)



eitdigital.eu

[f](#) [v](#) [t](#) [@EIT_Digital](#)

EIT Digital is supported by the EIT, a body of the European Union

