



HII SSP - Street Smart Retail

Italian Results Day

Sandro Battisti, Activity Leader
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GOAL



Bridging **electronic and physical commerce** in retail and public spaces - based on technical solutions that can enable the creation, hosting and delivery of **smart content and services**.

PARTNERS & NODES



TRENTO



HELSINKI



BERLIN



TASKS & LEADERS



Task 1: INNOVATION MANAGEMENT *(Leader: Sandro Battisti, Reply)*

Task 4: ANALYTICS *(Leader: Antonio Krüger, DFKI)*

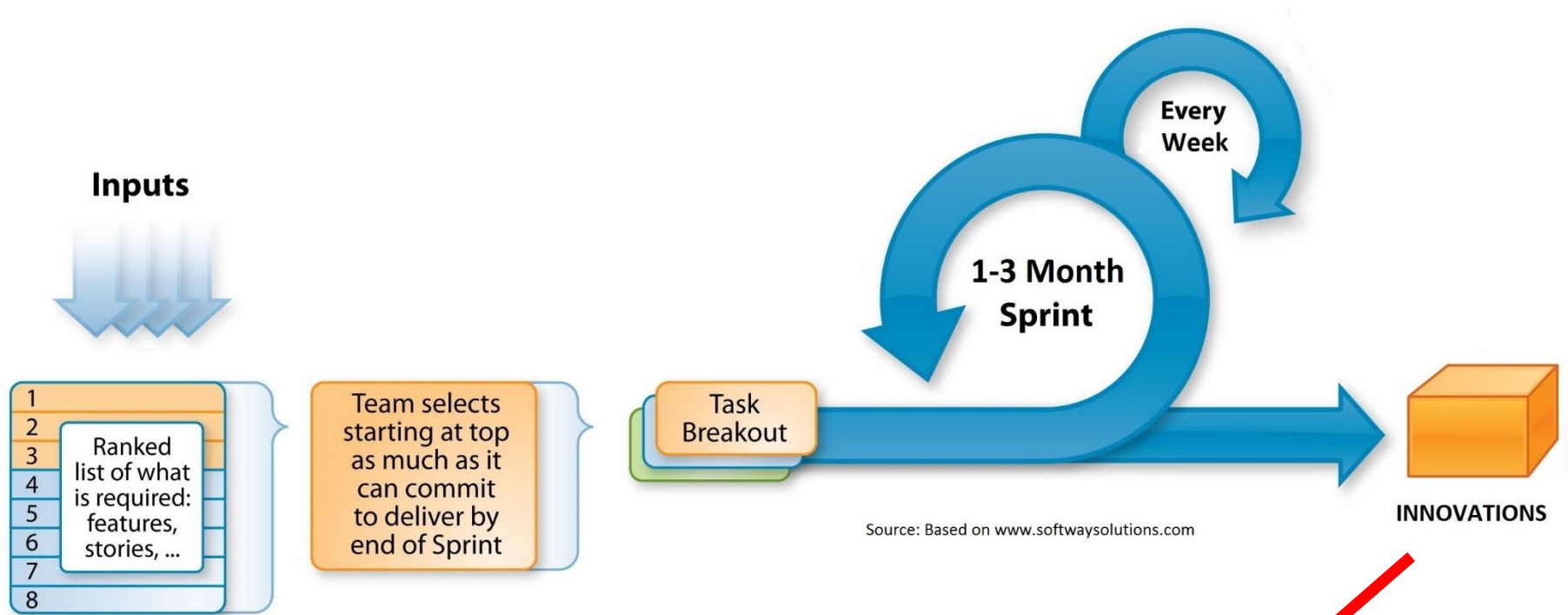
Task 5: CMS *(Leader: Michele Di Florio, Reply)*

Task 6: STORE 2.0 *(Leader: Merja Mattila, Aalto Business School)*

Task 7: SHOWROOM *(Leader: Cristina Frà, Telecom Italia)*

Task 8: FASHION *(Leader: Willem van Hoof, Philips)*

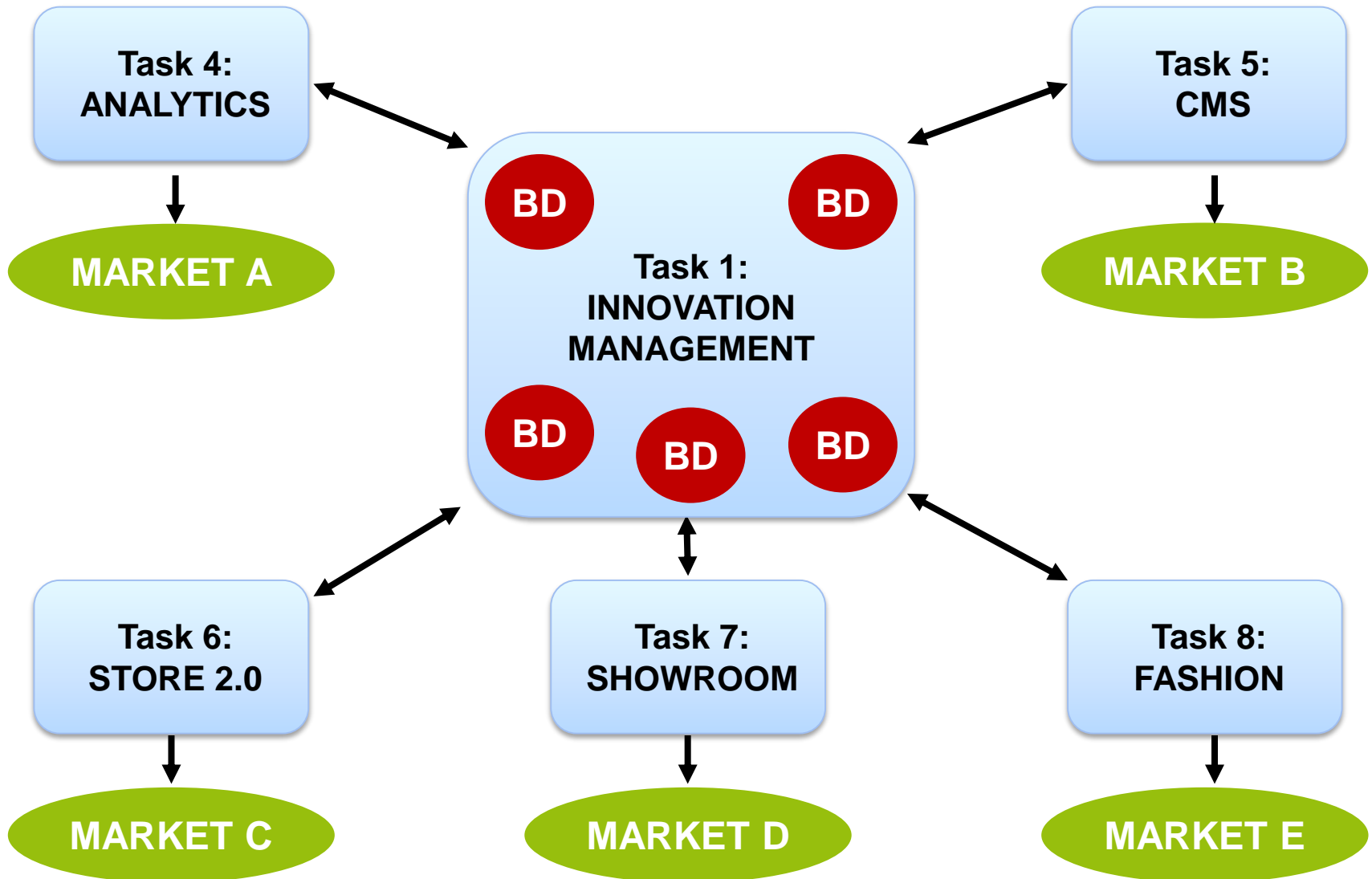
WORKING MODE: AGILE



Source: Based on www.softwaysolutions.com

5 innovations **launched into the market in 2016**

GO-TO-MARKET STRATEGY (B2B)



DISSEMINATION STRATEGY



1st Demo days

Helsinki: May, 27-28

2nd Demo days

Trento: to be defined

3rd Demo days

Berlin: Sep, 16-17

NRF

SHOP.ORG 2015
**DIGITAL
SUMMIT**

Pennsylvania Convention Center
Philadelphia, PA | October 5-7, 2015
shop.org/summit15 #shoporg15



Retail to the **Power of Digital.**

NRF



BIG PICTURE

Convention: January 11-14, 2015 | EXPO: January 11-13, 2015
Jacob K. Javits Convention Center | New York City #nrf15

← 2016

BUSINESS CHAMPIONS



| |
|-----------------------------|
| T1 – Reply |
| T1 – SMEs (4 x call) |

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|-----------------------|
| T5 – Reply |
| T5 – SME (CNR) |

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|------------------------------|
| T4 – Deutsche Telekom |
| T4 – SME (DFKI) |

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|----------------------------------|
| T6 – SME (Aalto Business) |
| T6 – Symbio (stakeholder) |
| T6 – SME (VTT) |

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| T7 – Telecom Italia |
| T7 – SME (Trento RISE) |

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|--------------------------|
| T8 – Philips |
| T8 – Engineering |
| T8 – SME (PoliMi) |

Strong collaboration with +10 SMEs

OVERALL NUMBERS



| TITLE | DISTRIBUTION | FUNDING |
|---|--------------|--------------------|
| Common Catalysts <i>Innovation Leader + CLC Mobility</i> | 12% | 381.160 € |
| Business Catalysts <i>Business Modelling + Tech Transfer</i> | 45% | 1.420.500 € |
| Research Catalysts <i>Tech Maturation + Tech Experimentation</i> | 43% | 1.354.500 € |
| TOTAL EIT FUNDING | 100% | 3.156.160 € |
| KIC partners co-funding | 51% | 1.515.350 € |
| Subgrantings and Subcontractigns | 13% | 396.000 € |
| CLC mobility funding | 5% | 156.160 € |

BP 2014: Tasks #1-3 = 500k€
for requirements identification
and early business modelling

+50 PEOPLE (14 partners)
3 CLCs (Berlin, Helsinki, Trento)
5 Task leaders (0.5 FTEs)
Activity Leader (1.0 FTE)

Task 1: INNOVATION MANAGEMENT

- ✓ Value chain analysis and business model generation.
- ✓ Explore Podio for purposes of "managing innovation". Collaborative tool for bringing the 5 innovations to the market in 2016.
- ✓ Start using Podio with a pilot team of 15 people (TL, BDA, ALL, CSO, MC Owner). Task leaders will support the activity leader in order to guarantee cross-task coordination.



PHILIPS



Task 4: ANALYTICS

- ✓ Design and implementation of a variety of **advanced analytics algorithms** for understanding customer's behaviour inside a brick-and-mortar retail store.
- ✓ **Location** and **movement** of the customer, as well as the implementation of a contextual data layer by adapting existing mobile solutions.
- ✓ Retailers to get a **deeper understanding of implicit behaviour of their customers'** interaction with during their shopping experience.



Task 5: CMS

- ✓ The solution includes a set of features based on three different platforms: i) Reply Mobile **Content Management System**. ii) Telecom Italia Content Platform and Advanced **User Profile Manager**. iii) CNR Context-dependent Distributed **User Interfaces Framework**.
- ✓ The development of all three platforms is in progress. The goal is to integrate in a **Service Oriented Architecture** the main features of the platforms and create a **backbone for tasks 6, 7 and 8**.



Task 6: STORE 2.0

- ✓ The focus is **indoor guidance and recommendations** through visual markers and augmented reality technology, considering reliable indoor navigation as alternative to sensor-based systems.
- ✓ This technique can be also considered as a **glue between** large area and GPS enabled systems and hotspots, installations and local interaction.
- ✓ The concept integrates **large public displays with personal devices (tablets or smartphones)** and combine multiple interaction paradigms, thus offering personalized contents on the large displays to increase users' engagement.

Task 7: SHOWROOM

- ✓ The focus is a showroom solution including an application for **large screens** and a corresponding **mobile application** developed on Android OS.
- ✓ **Transfer** personalized product information **from** user **smartphone to** the closest **large screen**, or the space itself to react to some user's actions (e.g. the user picks up a phone from a shelf and the product details are automatically displayed on the nearest big screen).
- ✓ The interaction between personal and shared screens inside the shop **integrates the content production and management tools**.

Task 8: FASHION

- ✓ The focus is to develop **services using large displays**, mobile **augmented reality** applications, as well as new extended **lighting applications**.
- ✓ **Interactive multimedia contents** will be integrated with the physical environment and create virtual effects to amplify the **physical space and group interaction** at a distance that creates a more pleasant atmosphere.
- ✓ **Gamification** features enable the appropriation of multimedia content by visitors and keep them busy while waiting.

PHILIPS



NOKIA





Thank you!

Sandro Battisti, Activity Leader
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Trento, 15th January 2015