

beCo

PROXIMITY SOLUTIONS

What we do??

beCo is a company that focuses on Indoor mapping and proximity solutions for large complexes including airports, university campus, commercial areas and so on. We build custom solutions to meet your demands and improve process efficiency at all functional domains.

How we can help??

We design custom indoor maps that help customers find stores within the mall easily, thus reducing confusions for them. By letting retailers identify potential customers through the analytics provided we increase the chances of conversion significantly. Sending timely notifications custom designed for them by identifying their position we help retailers connect and communicate better with the customer.

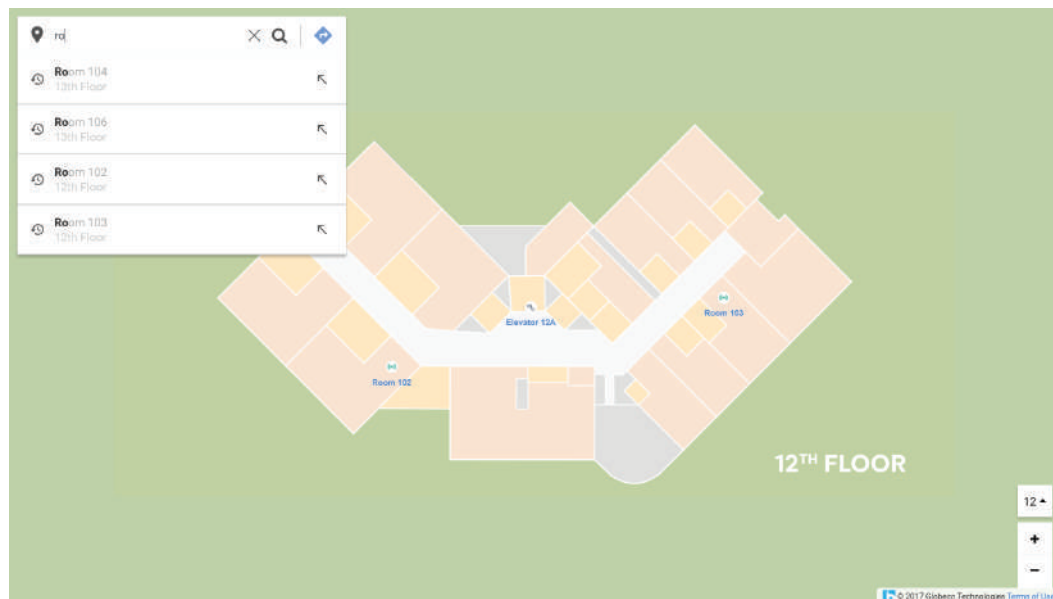
What is Way-Finding

A **good navigation** solution helps to reduce confusions for users within the premise. Despite the haste and crowd involved, it directs the user to the right direction acting essentially like a waze map for your campus. Our wayfinding solutions are committed to provide a better experience and create happy visitors, while saving more money.

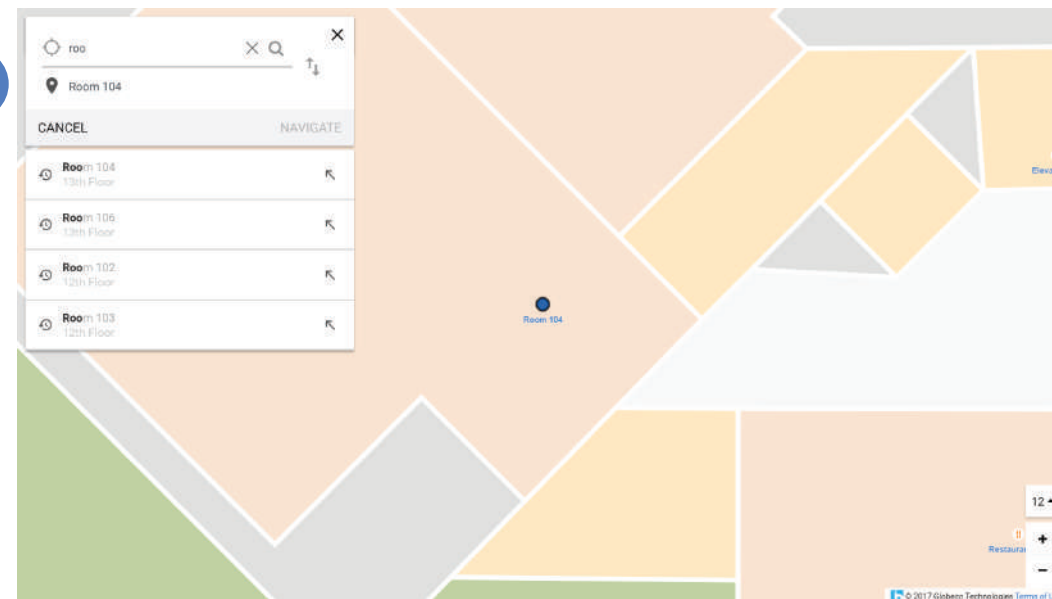
Locating places within a large complex is often a tiresome task. The confusion that arises is complicated more by the complexity of the building and the number of rooms. Digital wayfinding tools help in navigating to the desired location within a building or its premise simply by using their smartphones or other digital devices. Utilizing the location data involved in the process, we help retailers connect with the users effectively and engage them with the right deals.

A smarter way to reach

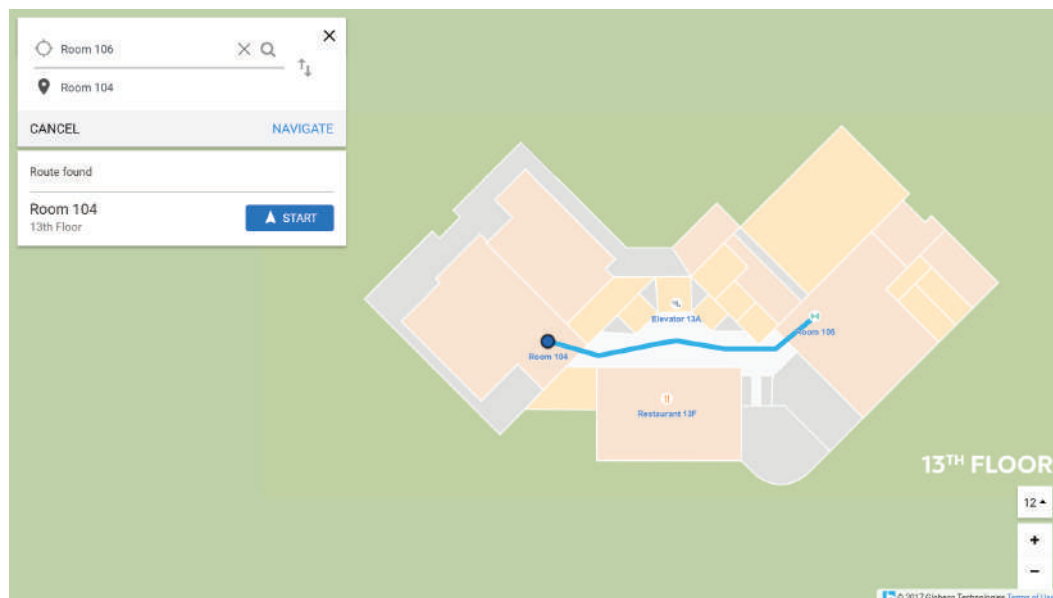
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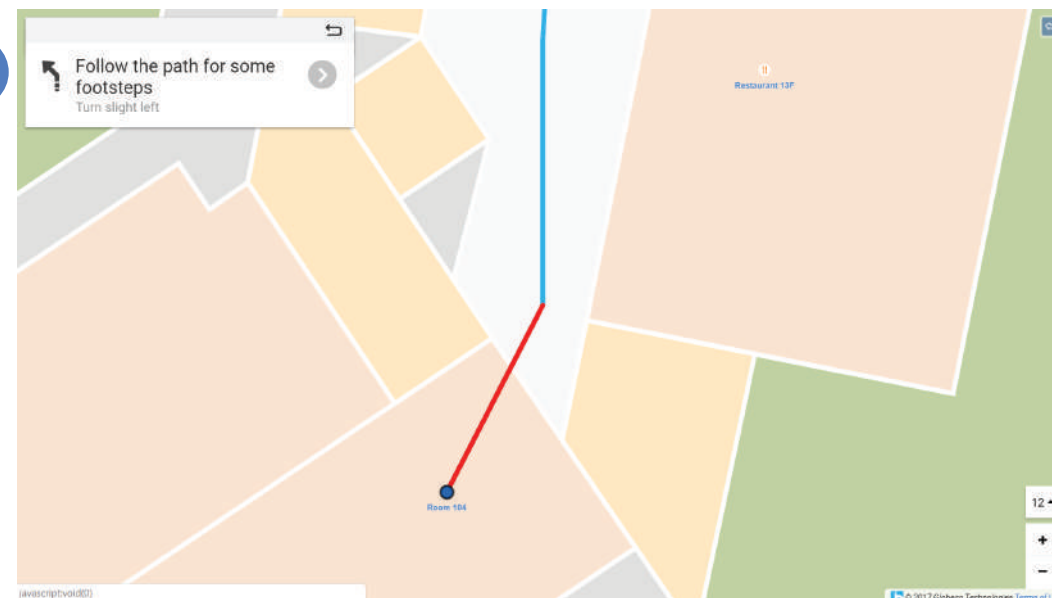
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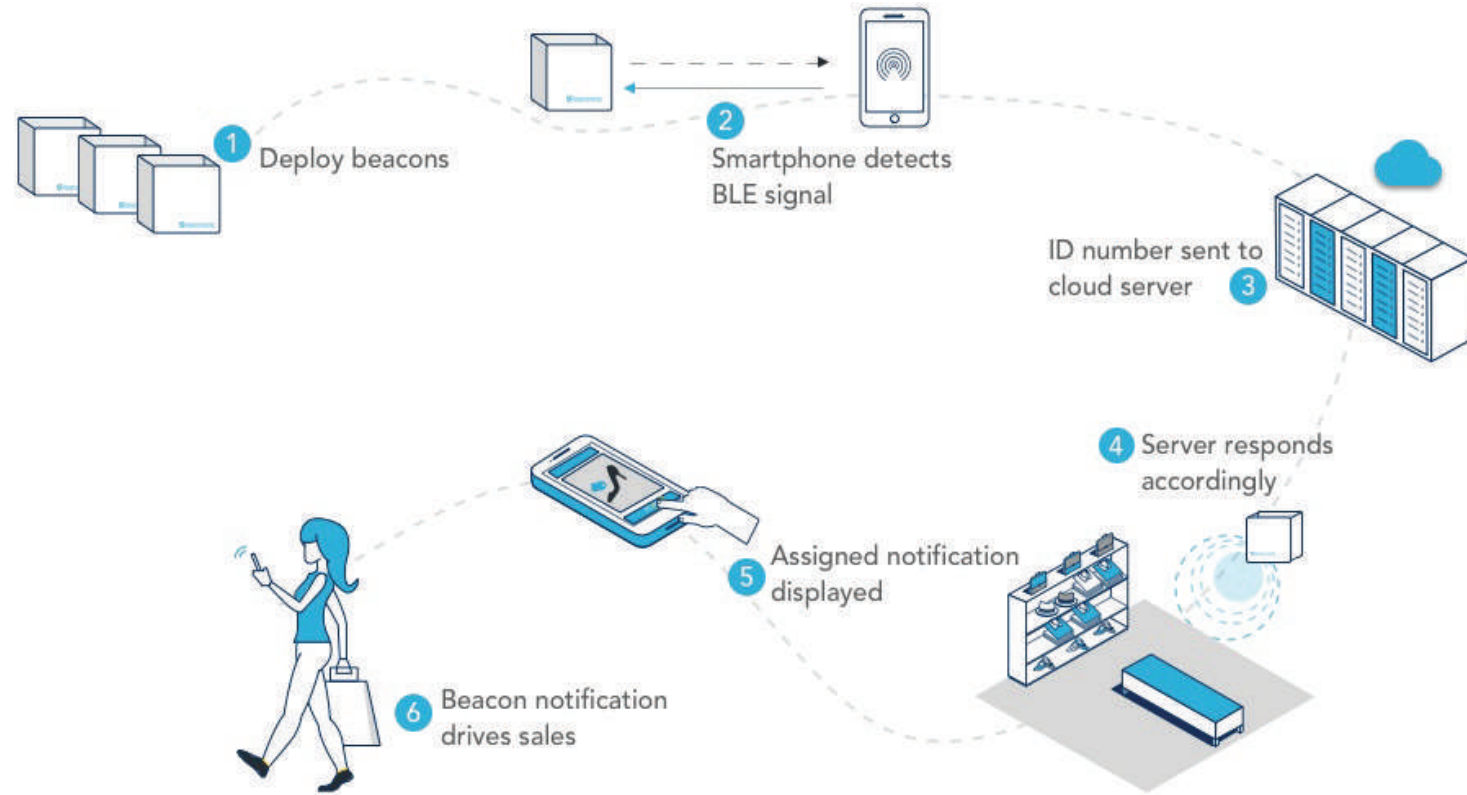
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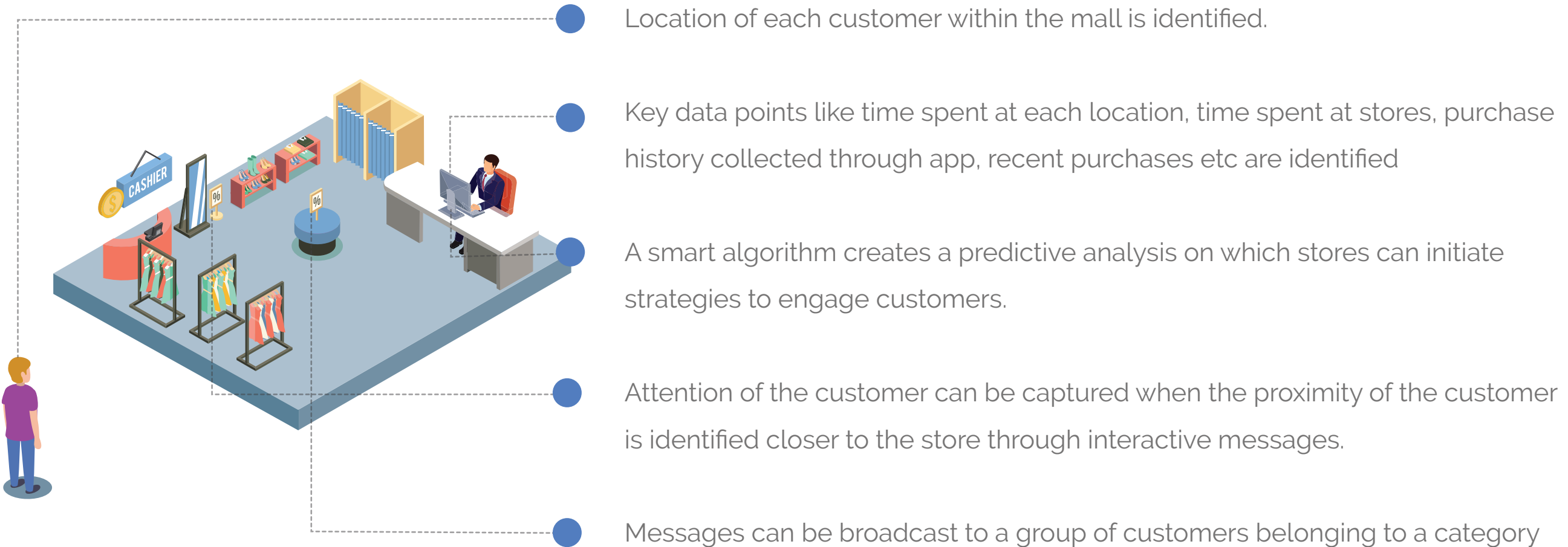


Proximity marketing

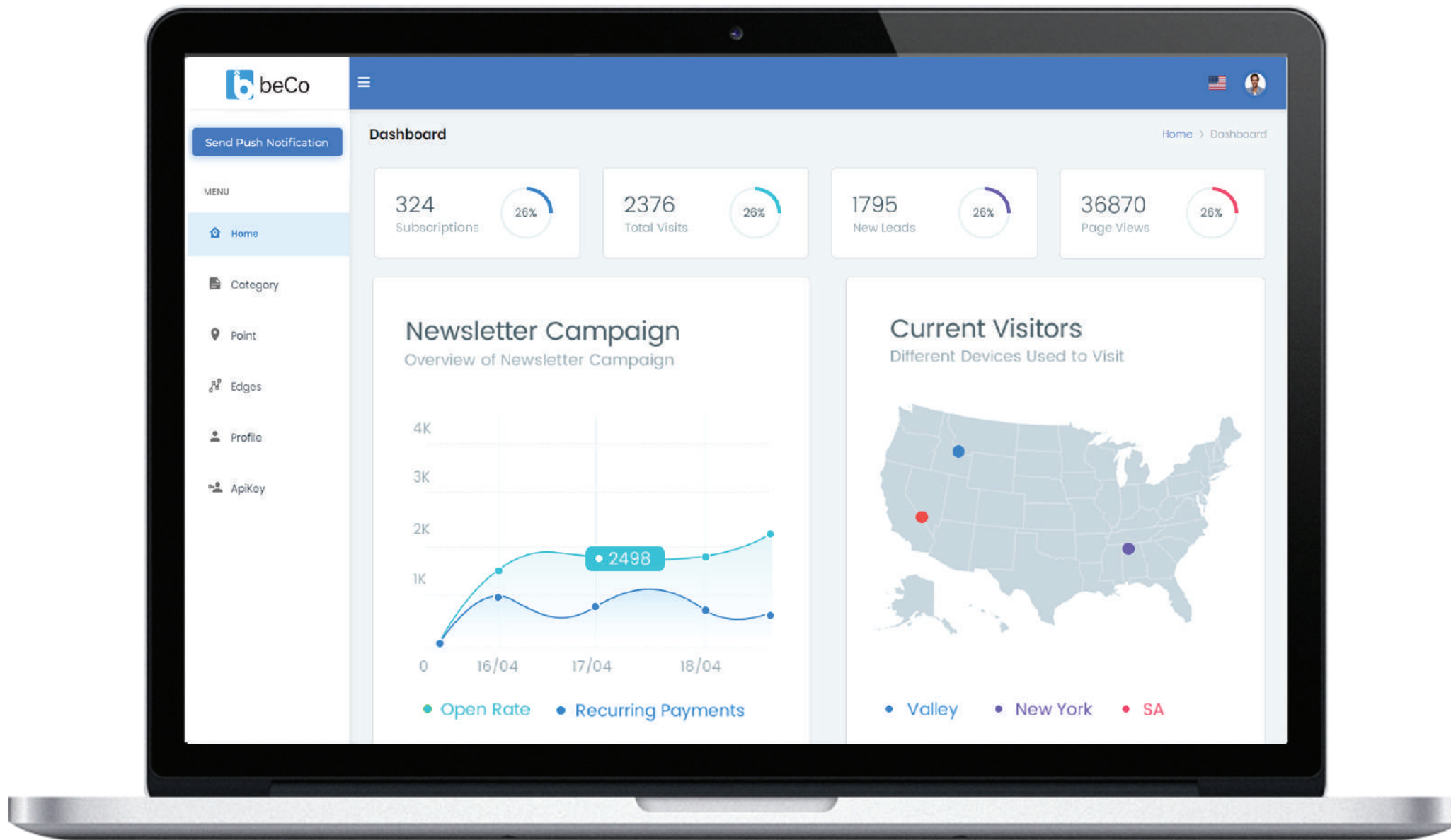


Instead of promoting to a large mass and increasing expenditure, beCo helps retailers to take a more focused approach and market to relevant, quality customers. Formulating statistics from users shopping history and analysing their location within the mall, we help retailers communicate personalised offers to customers. Our services lets retailers take a focused approach by identifying the right customer and thereby reducing expenses spent on marketing.

Location data is a goldmine of opportunities for the retailer. The right interpretation of this information and utilization of it helps stores and retail brands to engage the customer better and cater to their needs. Identifying the right customer and their location, stores can improve their marketing strategies for better store foot fall and sales



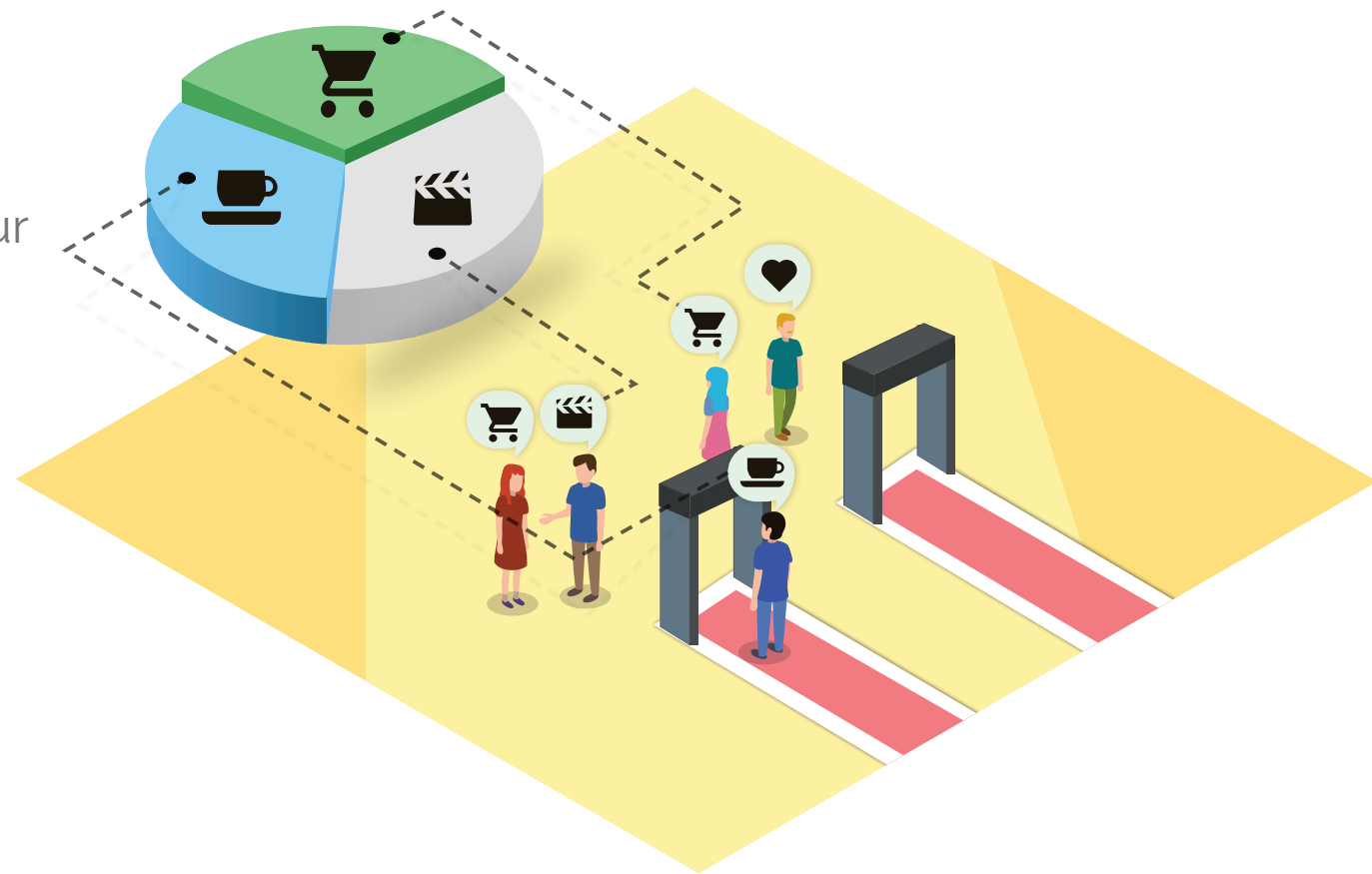
NOTIFICATION DASH and CMS



Data analytics

We build data analytics software's and solutions to suit your requirements. Arranging the data in the right order our systems help organisations take more-informed decisions quickly. Data analytics initiatives help businesses improve operational efficiency, optimize marketing campaigns, improve customer service and respond faster to emerging trends and gain a competitive edge.

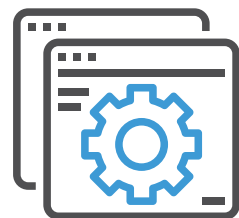
- Understand customer preferences and behaviour
- Real time analytics
- Optimised and useful analytics representation



Infrastructure



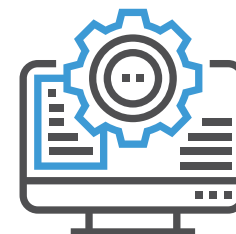
Mobile App



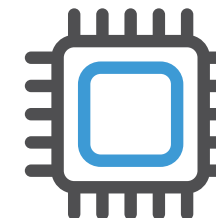
Web App



SDK

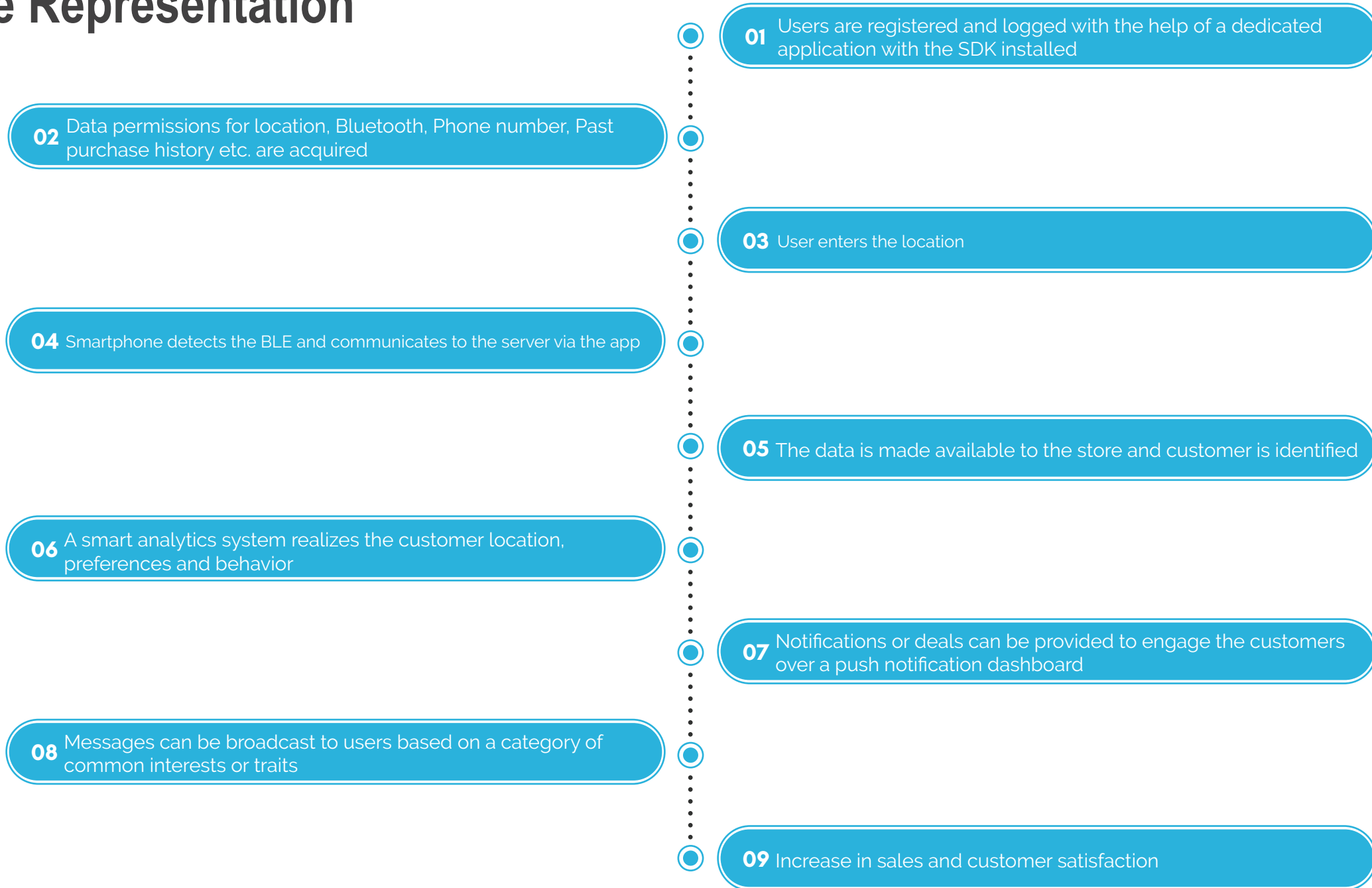


CMS



Hardware

Case Representation



SDK



Our SDK can be easily installed to your existing smartphone or web application. It helps in easy integration and to improve productivity of the existing platform.

- Interactive user interface
- Efficient navigation engine
- Easy to use admin dashboard
- Categories and icons based on requirement
- Multiple paths
- Notification manager

Technology



Python



Django



Java



Objective-C

Map engine:

- A navigation engine and a route engine run behind the scenes of our map view.
- A Web interface plots the path points and navigable areas that can be used for navigation by Android/ iOS SDK.
- Our application supports unidirectional and bidirectional navigation.
- Our web interface gives complete control to edit the routes and points.
- Our navigation engine supports navigation between floors which makes use of escalators and elevators.

Beacons:

- We make use of beacons. These are tiny transmitters placed at a known location to transmit a continuous radio signal with limited information content such as its identification or location on a specified radio frequency.
- Beacons uses Bluetooth low energy (BLE), also known as Bluetooth 4.0 or Bluetooth Smart.
- Beacons require very little power due to the beacons low energy and the phone therefore does not lose battery.
- Beacons can provide an accurate picture of where someone is positioned.

Features



Security

The application is highly secured with no chance of data loss.



Performance

High performance guaranteed with continuous monitoring and enhancement.



Privacy

We value the privacy of users and do not use any of the data without user permission.



User Experience

We provide simple, easy to use interface for the users throughout the application.



Scalable

Applications are built to handle increased load of users and transactions.

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THANK-YOU!