

## D.Property+



**Function:** Real Estate, Customer Relationship Management

**Processes:** Leasing, Marketing, Commerce

**Industry:** Real Estate, Retail

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### Business Driver

In an increasingly connected and competitive world, operators of retail assets are looking for ways to differentiate themselves from their competitors, improve their brand image, better utilize the “space” they own and rent, connect with the end customer that visits their assets, and harness the power of smart building technology. Many are looking to transform themselves from asset and space operators to service providers. Retailers themselves are faced with disruption from online retailers and need to better understand the needs and habits of potential customers, transitioning from a focus on in-store sales to in-store experiences. Data, insights and technology are at the heart of this transformation.

### Solution Overview

Utilize information from sensors such as Bluetooth beacons and CCTV cameras to track and measure identified and unidentified customers at a retail store front. This information can be used by retailers to do targeted marketing and promotion management. This information can also be used by property operators to measure footfall at the retail store fronts to effectively manage the value of lease agreements with retailers.

### Features

#### Beacon based Customer footfall Tracker

- ✓ Application used by property operators to track identified and unidentified customers across retail outlets. Customers are identified through Bluetooth beacons.

#### Customer Count based on Video Analysis

- ✓ Application used by property operators to count customers at a retail storefront using video analysis.

#### Retail Promotion app

- ✓ A mobile app to enable retailers to push retail promotions and coupons to customers to promote customer loyalty to retailers.

#### Operator Marketplace and Retailer Portal

- ✓ A retail marketplace for each asset allows for individual retailer portals, inventory management, personalized shopping experiences, Click 'n Collect, account and contract management, loyalty and campaign management.

#### Smart Contracts using Blockchain technology

- ✓ Use Blockchain network to manage lease agreements between operators and retailers. Can be used to track value attributes such as lease value derived through customer footfall.

### Potential Benefits

- ✓ Enable operators to develop a direct relationship with the end-customer
- ✓ Enable operators to measure effectiveness of retailers based on correlation between foot traffic and sales
- ✓ Enable operators and retailers to move towards value based lease agreements such as traffic-based rent
- ✓ Enable operators to track footfall across retail assets and stores to optimize facilities management and resource consumptions such as electricity, cleaning, etc.
- ✓ Provide deeper insights for retailers and operators into customer shopping behavior for registered customers, and perform demographic segmentation for unregistered customers
- ✓ Enable retailers to perform personalized customer marketing and product promotions in real time
- ✓ Operators become service providers, not just landlords
- ✓ An efficient and transparent lease management and billing process designed to help reduce the potential for fraud and disputes
- ✓ Condition-based predictive maintenance across asset and equipment reducing incidents and unplanned maintenance



IoT

- Bluetooth Beacons, CCTV Cameras



Core SAP

- SAP S/4HANA ®
- SAP® Cloud
- SAP® Hybris®



Analytics

- Predictive Analytics



Machine Learning

- Vision API
- Ethereum Blockchain