

## D.Property+

### Function:

Real Estate, Customer Relationship Management

### Processes:

Leasing, Marketing, Commerce

### Industry:

Financial Services – Real Estate & Construction;  
Consumer & Industrial Products (C&IP) - Retail,  
Wholesale & Distribution

### Business Driver

**Operators of retail property assets are seeking new ways to differentiate, due to**

- Heightened competition, especially from online retailers
- Ubiquitous connectivity and its ramifications for commerce
- Changing customer demands and the need to better understand motivators
- Desire to better leverage smart building technology

### Opportunities include

- Taking steps to improve brand image
- Transforming from asset and space operators to service providers
- Focusing on in-store experiences rather than just in-store sales

### Solutions Overview

Data, insights, and technology are at the heart of retail operators' makeovers. They may utilize information from sensors such as Bluetooth beacons and CCTV cameras to track and measure identified and unidentified retail storefront customers, then use this information to implement targeted marketing and promotion management. These resources can also be used to measure footfall in order to effectively manage the value of lease agreements with their retail tenants.

### Features

#### Leverage a combination of

- Existing online intelligence (SAP® and other technology tools)
- In-store customer identification using beacons
- In-store product location identification using RFID tags
- Advanced analytics techniques

#### Smart Retail IoT mobile app installed on customer mobile

- Enables e-checkout
- Shows nearby products
- Reveals personalized promotions
- Tracks customers inside the store
- Facilitates help on demand

### Potential Benefits

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

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