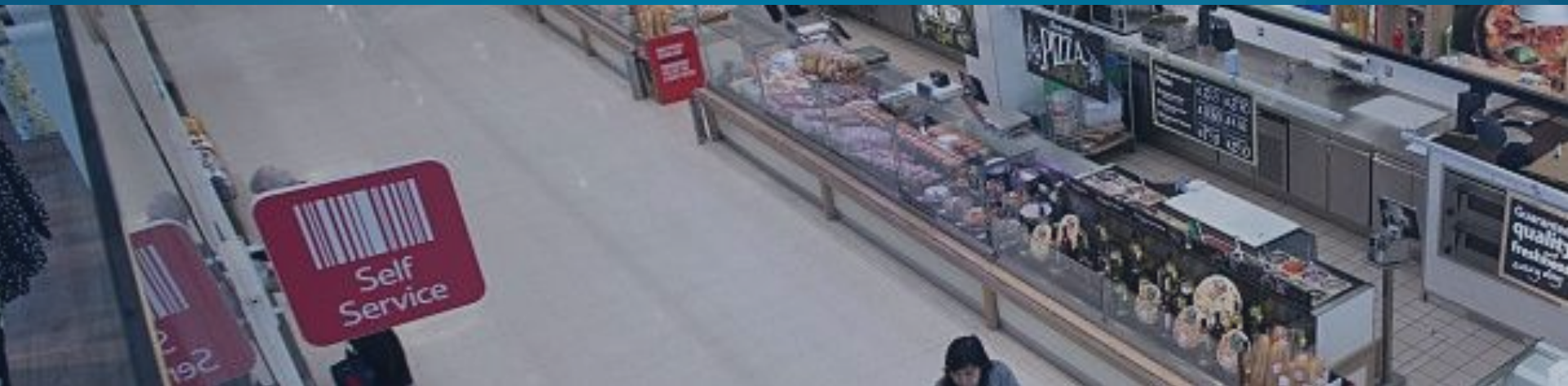




CymbIoT
Making IoT Smarter



Smart Retail Management

About CymbloT

The Challenge

CymbloT for Smart Retail

Operational Scenario

Why CymbloT?

The CymbloT Solution



An **off-the-shelf IOT management product** that provides cities and enterprises with **rapid integration** of new & existing sensors and systems for **efficiency, security** – and **rapid ROI**.

The CymbloT Offering



Product, not Program

Market-available, off-the-shelf product with over 50 IoT use cases.



Immediate ROI

Immediate ROI for cities and enterprises via integration of existing systems and sensors within 14 days



Flexible

Flexible integration engine to support any sensor and system:

- 70+ formats supported
- Up to 14 days for deployment of new format



Tested & Proven

Scalable & Robust architecture supporting any kind of deployment- Cloud & on premise.

CymbloT C&C Core Features

Maps

Operational GIS dynamic navigation maps.



Scalability

Endless connectivity with standard COTS HW.



BI Data Fusion

Real-time data & operational fusion of all systems.



Advanced VMS

Internal VMS and 3rd party video support.



Analytics

Video, Audio & Data Analytics turn data to triggers.



Automation

Flexible process automation wizards.



Architecture

Hybrid cloud and on premise deployments.



Agnostic

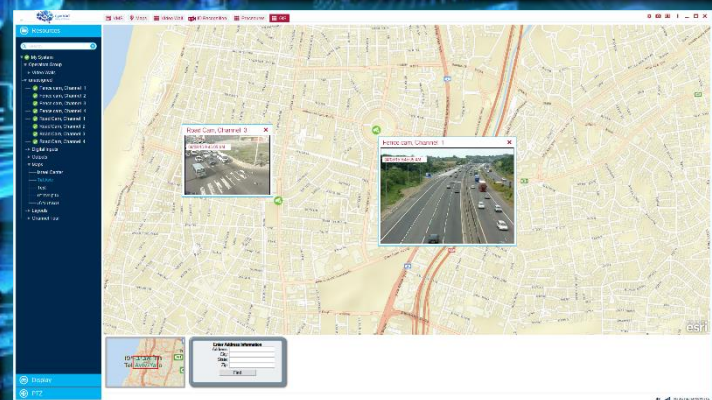
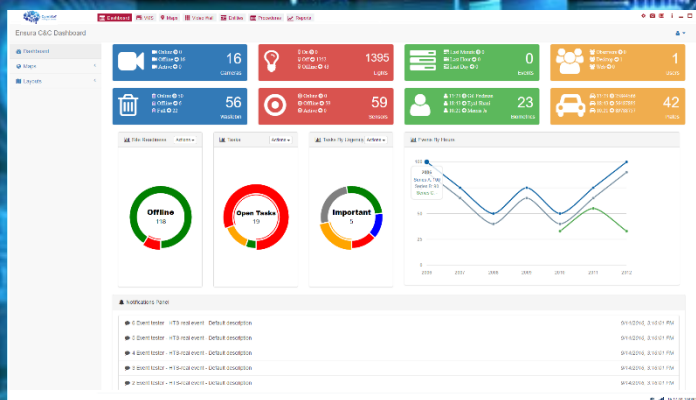
Integrate any 3rd party element.



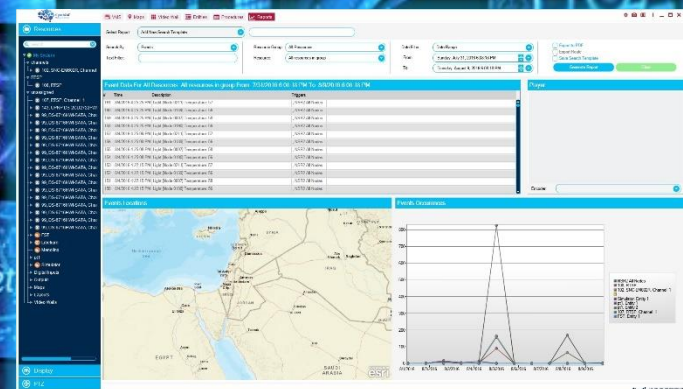
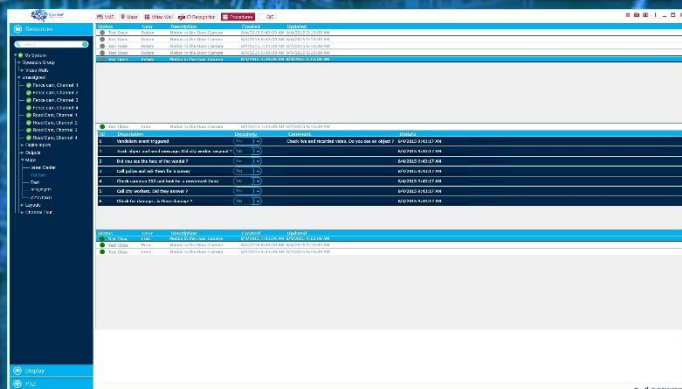
Customization

On the fly UI design per need.





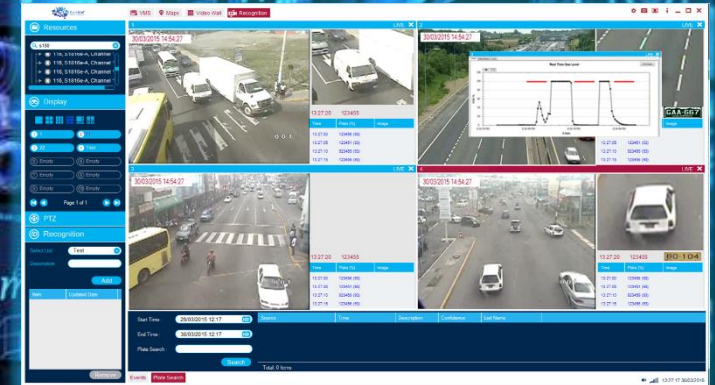
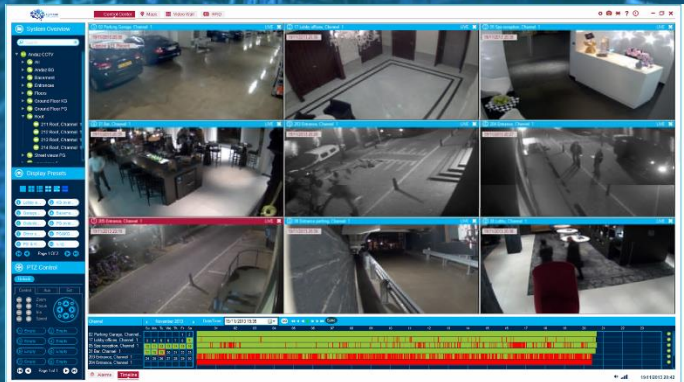
A Unified Interface for all Security & IoT Systems



Reporting & Task Management Module for Cross-system Queries



Cloud-based & Onsite Deployments



Support for Proprietary VMS & Internal Video Analytics

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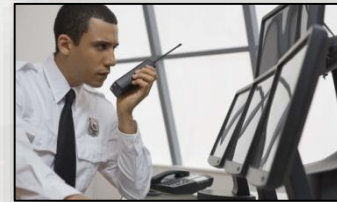
Retail Experience

IoT enables retailers to leverage data produced by interactions between the real world and sensors/systems to improve customer experience.



Operations

From asset management through stock management to HR systems, IoT platforms can increase efficiency, reduce waste, and increase ROI.



Safety & Security

From premise and equipment security, through stop loss, Black List management for problem customers, to prevention of vandalism and theft.



Channels & Revenue

Identification of customer needs and channel requirements through analysis of data and immediate response to requests.

The Problem

Millions of dollars spent on IOT sensors & systems annually.

No interconnectivity of data & operations.

Integration projects demand high time & budget investments.

Insufficient ROI in IOT for retail owners & managers.

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Why CymbIoT

The CymbloT Solution

A Unified Smart Retail Platform that improves retail experience, provides safety & security, reduces cost and increases ROI by improving operations, and creates new channels and revenue streams.

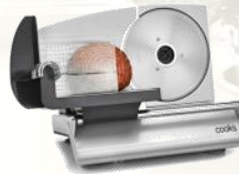
The platform includes both hardware and software elements that are installed in and managed by:

Customers



Employees

Equipment



Stock

Buildings



Solution Breakdown: Hardware



BLE Beacons

Accurate positioning & identification.



Smart Signs

Directions, promotions, instructions, etc..



Active RFID Tags

Identify & locate tagged equipment.



Smart Shelves

Counters/Density Sensors for stock level.



Smart Lights

On/off by presence/program



Audio Sensors

Shouting/Glass breaking/distress..



Motion Sensors

Identify presence, movement, & speed



Env. Sensors

Temp & humidity for deep freezers etc.



LPR

Identify vehicle license plates.



Parking Sensors

Identify parking occupation.



Video Sensors

Non camera image data processing



Panic Buttons

Security/First responders in emergencies

Solution Breakdown: Marketing Dashboard

Promotions

Create promotion rules based on customer clusterization.

Heatmaps

By shopper clusters, individual customers, time parameters, etc.

Music

Program music per external triggers to manage mood & pace.

Analysis

Analysis of shopping records & store paths.

Triggers

Connect promotions to triggers such as shopper numbers, weather, etc.

Customize

Create personal promotions based on loyalty plans etc.



Solution Breakdown: Shopper App



Barcode Scans

Shopper Card barcode scanning



Map & Navigation

Download map & navigate by item search



Promotions

Download shop & personal promotions



Gamefication

Point collection, competition, etc.



Shopping Lists

Manage & share lists.



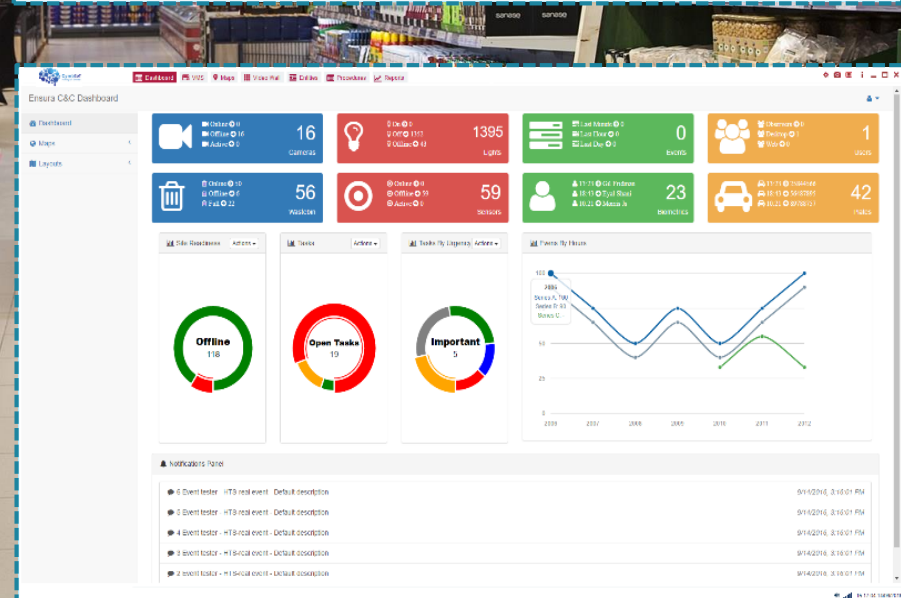
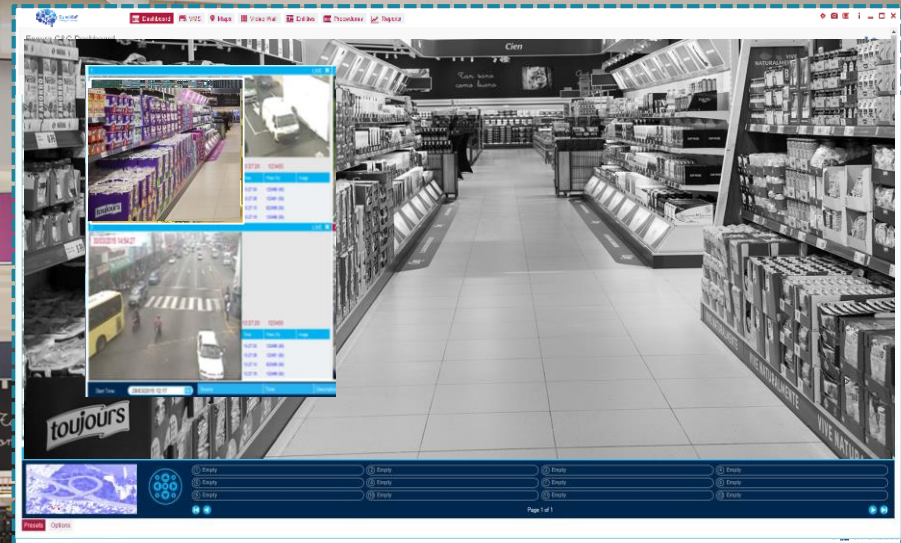
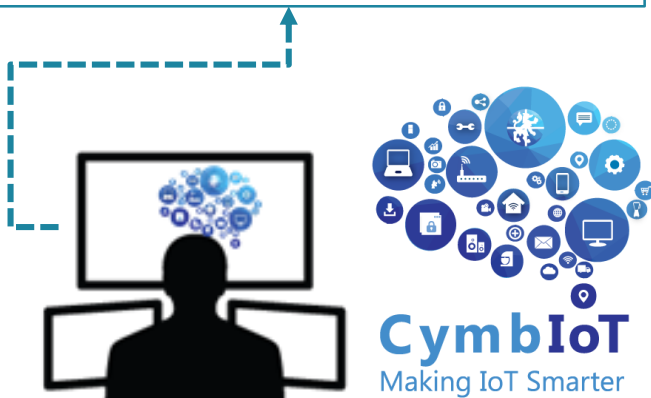
Recipe Shopping

Receive brand recommendation by recipes.

Fusion with CymbIoT

CymbIoT integrates all sensors and subsystems, correlating all types of data with operational triggers, and providing real-time status, analysis, and response capabilities to employees & managers:

- ▶ Virtually limitless scalability & flexibility
- ▶ Powerful automatic process engine
- ▶ Permission-based GUI customization per user
- ▶ Operator Dashboard & Executive Dashboard
- ▶ Integration with any 3rd party sensor or system

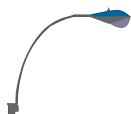


External Deployment



Surveillance Camera

With analytics for Face Recognition, Abandoned Equipment, and more



Smart Lights

Turn off/on in response to programs, ambient light, or human presence.



LPR

Automatic recognition of employee/returning customer vehicles.



Audio Sensor

With analytics for identifying distress signals, violence, etc.



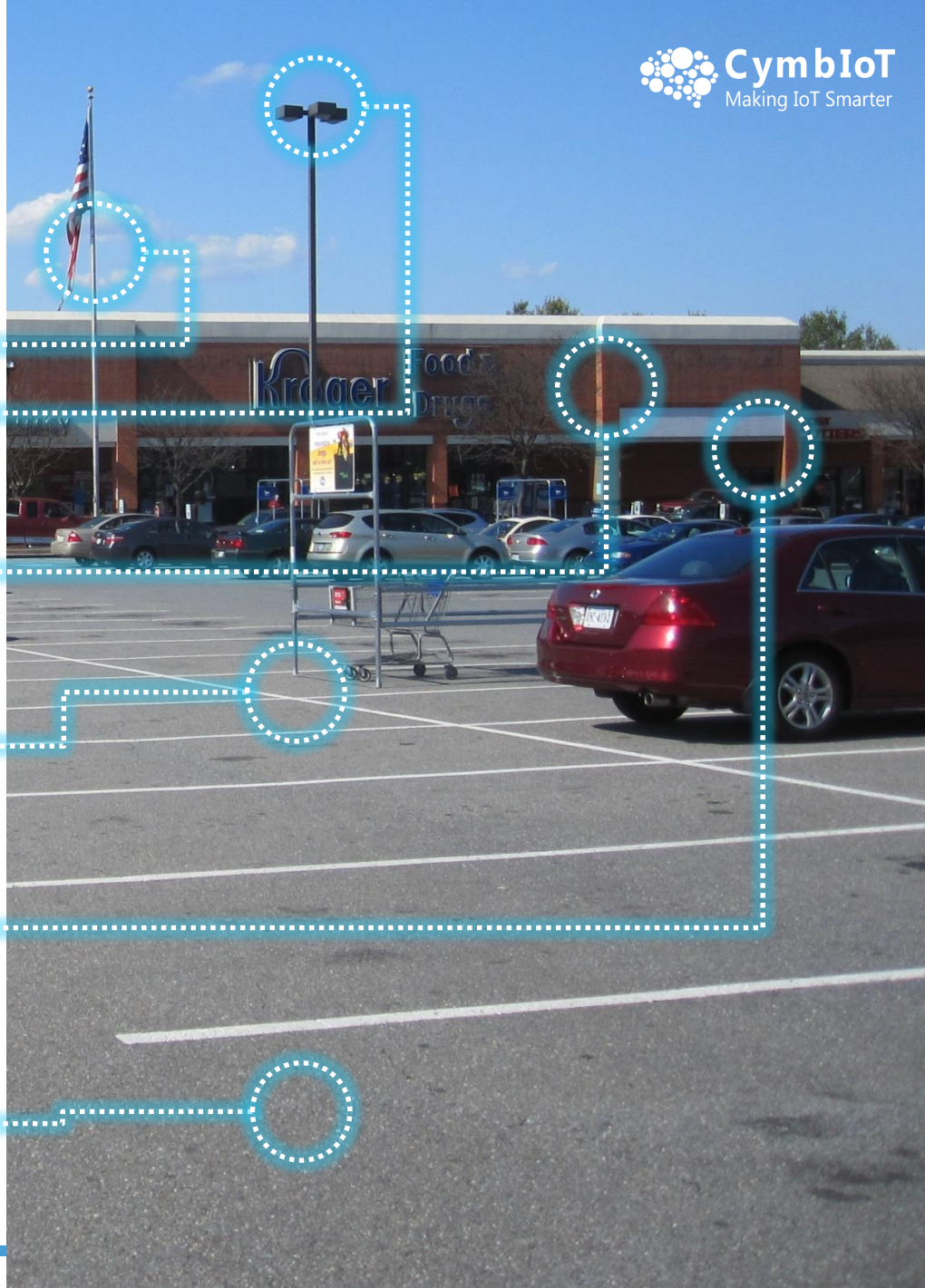
Access Control

Automatic access control based on employee card, face recognition, etc.



Parking Sensors

Identify free parking spaces.



Internal Deployment



Video Sensor

Non-camera video sensor for counting man-minutes & generating heatmaps.



Smart Screens

Displaying ads, special offerings, announcements, etc.



BLE Beacons

For accurate location.



POS Integration

Integration of POS system for shopping pattern analysis.



Climate Control

Humidity and temp. control for fridge units & A/C.



Equipment RFID Tags

RFID tags on equipment to prevent loss and support tracking.



Smart Lights

Turn off/on in response to programs, ambient light, or human presence



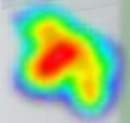
Operational Delivery

Clustering



Clustering of shoppers by various parameters based on data generated and integrated from in-shop sensors, POS system, and CymbIoT.

Heat Maps



Heat maps for shoppers and employees showing shopping and loitering patterns and identifying store flow and supporting shelving optimization.

On/Offline Marketing

Configuration of various promotions, and implementation online or offline, based on presets or on real-time store status.



Real Time Management

Single-interface management of all store operational systems, with real-time response and automatic procedure capabilities.



Operational Delivery

Access Control



- Automatic door opening
- Employee Only zones via RFID tags/cameras
- Access to different areas by identity/schedule
- Smart Sign display of entry/no entry

Security

- Entry into different areas by permissions
- Identification of abnormal activities
- Alert for loitering (shoplifting behavior)
- Management of customer Black Lists

Parking Management

- Automatic entry into parking based on LPR
- Automatic entry into parking
- Direction to free parking
- Smart Sign display of parking availability



Safety

- Smoke & Fire Alerts
- Automatic deployment of countermeasures
- Automatic alerts of Police/Fire
- Smart Sign directions in emergencies



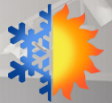
Operational Delivery

Resource Management



- Turn lights on/off based on presence/schedules/ambient conditions
- Turn A/C on/off, and manage temp. based on presence/schedule/conditions

Environment



- Management of temperature/humidity conditions
- Alerts in the event of environment deviation from predefined ranges
- Monitoring & alerts for contaminants in water/air

Asset Management



- Tracking (location & status) of equipment
- Automatic alerts + ordering of technicians
- Repair tracking
- Alerts for removal of equipment from present location and/or by unauthorized personnel

Sales Optimization



- Analysis of shopping patterns based on heat maps
- Optimized shelving based on shopping patterns
- Smart Sign promotions based on presence/identity
- Alerts for low shelf stocks

About CymbIoT

The Challenge

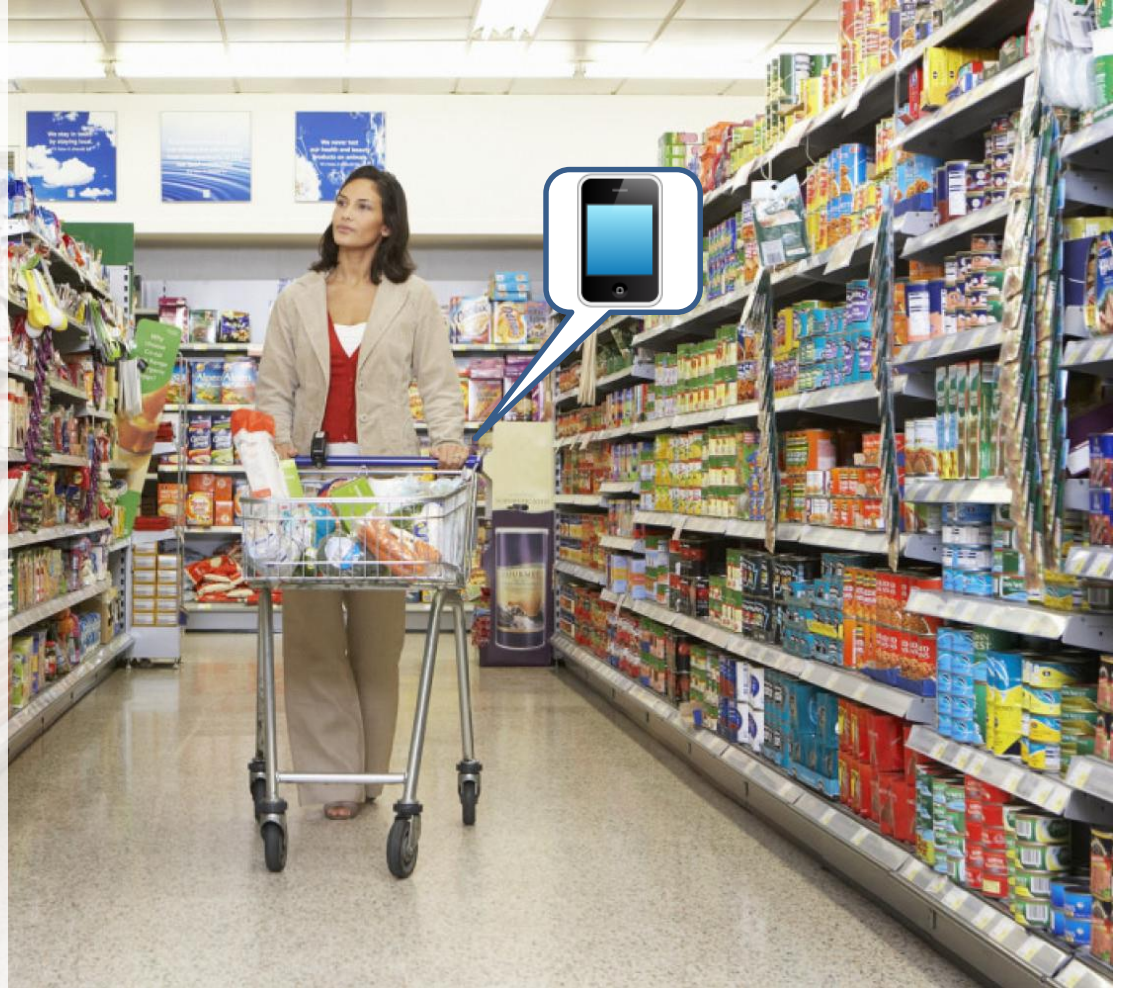
CymbIoT for Smart Retail

Operational Scenario

Why CymbIoT?

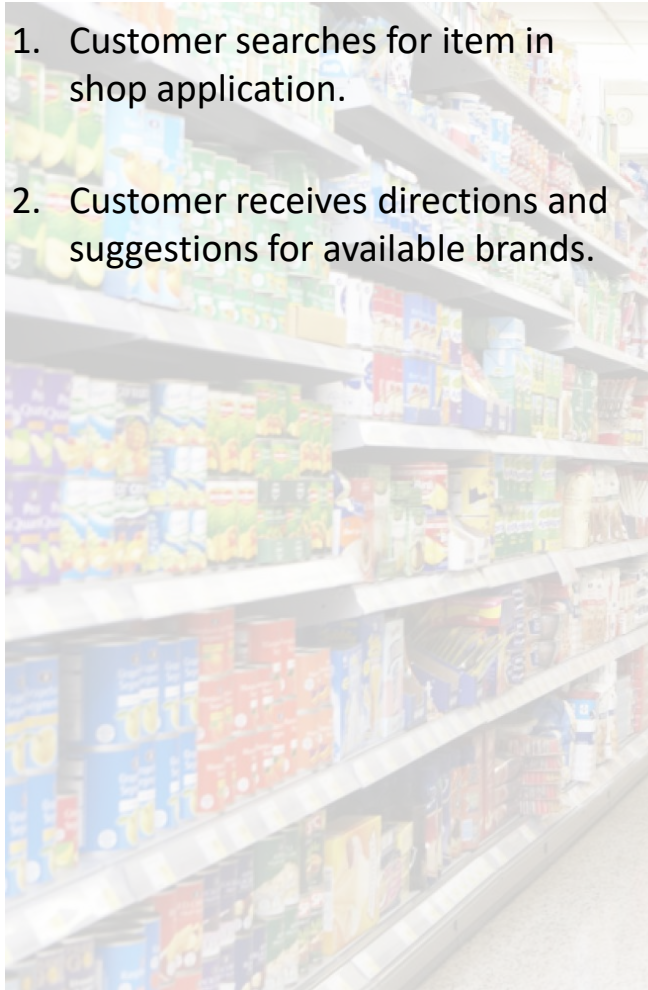
Smart Retail Operational Scenario

1. Customer searches for item in shop application.



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2. Customer receives directions and suggestions for available brands.



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4. Customer receives text with personalized promotion based on search and location in store.



Smart Retail Operational Scenario

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2. Customer receives directions and suggestions for available brands.
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5. Customer retrieves product from shelf – stock is depleted.



Smart Retail Operational Scenario

1. Customer searches for item in shop application.
2. Customer receives directions and suggestions for available brands.
3. Nearest Smart Sign displays relevant advert.
4. Customer receives text with personalized promotion based on search and location in store.
5. Customer retrieves product from shelf – stock is depleted.
6. Smart Shelves note stock level and alert employees to restock.



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Why CymbloT?

► Why Choose CymbIoT C&C?

A single Command & Control interface for all existing and new sensors, systems, and subsystems, providing:

Rapid, out-of-the box integration.



Immediate ROI from Day One



Interface between all data & systems.



UX for operational & executive levels.



CymbIoT
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Some Global References...



NETHERLANDS

Hyatt Hotel Chain
Management & Security



ISRAEL

4 Smart City Programs



MEXICO

Federal Jail Management
& Security



JAMAICA

Kingston Safe City



NEPAL

International Airport
Management & Security



NETHERLANDS

Private port Management
& Security



SINGAPORE

Safe Transit Program



INDIA

Petrol Station
Management & Security



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HEADQUARTERS

Mail: P.O.B 37, Azur 5819001
ISRAEL
Tel: +972 (0)3-631-6881
Contact Us: info@cymbiot.com

SINGAPORE OFFICE

Mail: 6A Shenton Way
SINGAPORE 068807
Contact Us: APJ@cymbiot.com

ROMANIA OFFICE

Mail: Hareju 29, 2nd District, Arh.
Bucharest, ROMANIA
Contact Us: office@cymbiot.ro

ONLINE CONTACT

www.cymbiot.com/contact