



# MPACT PLATFORM FOR MOBILE MARKETING

New rules of impactful customer engagement





**WHEN A SHOPPER OR GUEST ENTERS YOUR STORE OR HOTEL, IT'S AN OPPORTUNITY TO ENGAGE AND ELEVATE THE CUSTOMER EXPERIENCE.**

**AND WITH MPACT, YOU WILL.**

**You want to deliver the best possible service,** maximize income potential and earn a repeat visit. And with MPact from Zebra, you can. MPact provides real-time location information on every customer in your facility, allowing you to change the rules of engagement. Now, you can create the most customized and personalized experience possible for every customer, on every visit, based on their personal preferences. You can extend targeted and timely offers that save your customers time and money while incenting customers to spend more per visit — and you can deliver the information your customers want in a split second. The result? More revenue per customer. More satisfied customers. And more repeat visits.



### TOP 5 MPACT ADVANTAGES

1	2	3	4	5
UNEQUALLED VALUE — know where your customers are inside your facility and deliver the most personalized service possible for less than two cents per customer visit per year (pricing may vary based on actual installation)	UNIFICATION OF BOTH WI-FI AND BLUETOOTH® SMART LOCATIONING INFORMATION in a single system, with end-to-end locationing visibility and analytics	UNBELIEVABLY EASY DEPLOYMENT — deploy in the morning, access and act on locationing data in the afternoon	THE FLEXIBILITY OF THREE LEVELS OF LOCATIONING, from presence in your facility to “GPS-style” micro-positioning within 3 ft./1 m	SUPPORT FOR THE PRIVATE AND PUBLIC CLOUD, providing the superior deployment flexibility required to meet the needs of any size business



**With this one-of-a-kind powerful locationing engine,** you can utilize multiple technologies in the mobile phones your customers are carrying — Wi-Fi and Bluetooth® Smart — to determine where your customers are located and define the action you want to take based on their location. It’s fast, easy and cost-effective to deploy. It fits into your existing technology environment. And it allows you to consistently provide every customer with “personal shopper/concierge” style services right on the one device they always have in their hands — their personal mobile phone.

# MPACT YOUR CUSTOMERS IN 5 EASY STEPS

## DEPLOY

1



### NO PAIN AND LOTS OF GAIN

MPact couldn't be easier to deploy. Set it up in the morning and enjoy rich location-based highly personalized automatic interactions with your customers in the afternoon. Easy-to-use highly intuitive screens make it easy to define what action you want to take based on where customers are located and monitor real-time customer location information on the fly to ensure proper staffing. And since MPact is the only solution to offer public and private cloud support, setting up the MPact server is easy, regardless of the size of your operations. Larger organizations with existing Network Operations Centers (NOCs) can deploy the MPact software on an on-premise existing server, while smaller stores that may not have full-time IT support can access MPact in the public cloud for easy and cost-effective deployment.

## LOCATE

2



### THREE POWERFUL LOCATIONING LEVELS

Once you are up and running, you'll enjoy MPact's three levels of locationing. Each level allows you to provide customers with different types of offers and different services.

#### Presence

Presence lets you know that a customer has arrived. Wi-Fi or Bluetooth Smart can detect when a customer walks in the door — and if your Wi-Fi coverage extends outdoors, you can be notified via Wi-Fi when a customer drives into your parking lot.

#### Zone

Zone allows you to use Wi-Fi or Bluetooth Smart to identify when customers are in specific areas of your facility, such as a specific department in a store, or the lobby or a specific restaurant in a hotel.

#### Position

Position allows you to pinpoint customer location. Wi-Fi offers five to ten meter accuracy (approximately 16 to 32 feet), providing visibility into which customers are in which aisles. Bluetooth Smart offers pinpoint GPS-style customer location within a meter (approximately three feet), providing visibility at the individual product level for retailers.\*

Distance is based on actual deployment scenarios, accuracy may vary.

## TAKE ACTION

3



### REAL-TIME ACTIONABLE INFORMATION

Extremely fast read-write operations provide a real-time picture of what is happening in your facility. For example, easy-to-read heatmaps that combine Wi-Fi and Bluetooth locationing technologies reveal the volume of customers in your facility and where they are located, allowing you to properly staff busy areas to reduce wait times and protect service levels. Retailers can monitor the number of people who pass by a display and their dwell times, providing the intelligence required to take timely actions that can maximize promotion success.

## ANALYZE

4



### RICH TRENDING WITH A WEALTH OF HISTORICAL DATA

MPact can store location-based data for millions of customers. Summarized data can be stored for several years, providing visibility into trends that allow you to fine tune store layout, purchasing and much more. For example, you can compare traffic patterns and customer behavior between stores to determine which layout yields the most sales, or compare departments inside one store or a single department across all stores.

## MANAGE

5

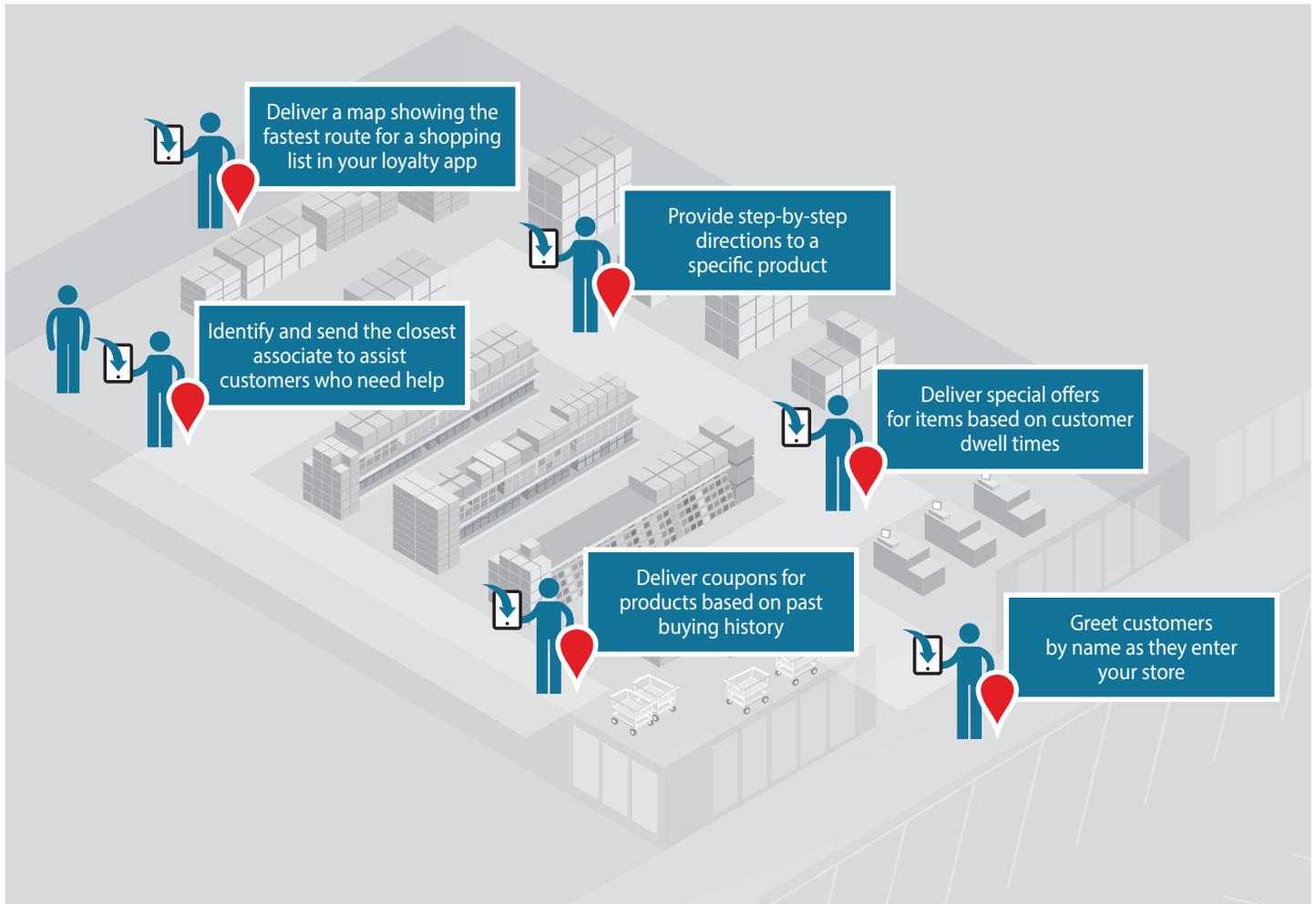


### EASY CENTRALIZED REMOTE MANAGEMENT

Since the MPact Locationing and Analytics software is based on HTML5, you can access the system on practically any device through any HTML5-enabled browser — from a desktop computer to a laptop or tablet. And you get real-time remote visibility into the health of your Bluetooth Smart tag batteries, so you know which tags need a battery change before they expire — no need to retire batteries early to prevent solution downtime.

# MPACT YOUR RETAIL SHOPPERS

MPact takes personal engagement with shoppers to a new level by linking to the one device shoppers always have in hand — their personal mobile phones.



## THE RESULT?



- ✓ LESS TIME SPENT SHOPPING.
- ✓ MORE SAVINGS.
- ✓ BIGGER BASKETS.
- ✓ AND MORE RETURN VISITS.

# THE 4 KEY MPACT COMPONENTS

## MPACT LOCATIONING AND ANALYTICS SOFTWARE



The MPact locationing and analytics software puts the universe of customer location information at your fingertips. Its HTML5 highly graphical user interface turns complex, rich location information into relevant real-time actionable information you can use to better engage with your customers and deliver a better customer experience that will earn repeat visits. This highly flexible application allows you to pull the data at any time or have the data pushed to you based on triggers that you define. Tags can be grouped into categories and subcategories, allowing you to create the groupings you need to obtain the data visibility you want. And our REST Application Programming Interfaces (APIs) provide the ultimate in flexibility, allowing you to access and utilize MPact data in other systems, expanding the reach and the value of the MPact location information. For example, MPact might reveal heavy foot traffic at promotional display. But when you combine MPact traffic trends with information in your Point of Sale (POS) system, you can uncover whether those customers are just looking or are buying — and what day of the week and what time of day most of those sales occur.

## MPACT BEACON



MPact supports three different types of beaconing formats to meet a wide variety of needs:

### iBeacon™ Mode

The Apple® iBeacon specification has three standard attributes that are used for identifying the location of the beacon and triggering an action — UUID and definable major and minor attributes. While loyalty or other applications do not need to be running in the foreground or background to report location information, this mode does not provide visibility into tag battery status, making it time consuming and expensive to manage the beacon network.

### Battery Save Mode

This mode provides maximum tag battery life by minimizing the data that is transmitted — only two attributes are transmitted, the tag's unique identifier and MAC address. Batteries last up to twice as long as the other modes, however, customers must launch the loyalty or other application when they enter your facility in order for you to determine location.

### MPact Mode

MPact Mode delivers the best of both worlds. The loyalty application does not have to be running on shoppers' smartphones to obtain the location information needed for a highly-personalized engagement inside the walls of your store — and you get remote centralized visibility into tag battery status. You know which tags need new batteries and when, greatly reducing the cost of managing a beacon network.

## MPACT CLIENT SOFTWARE DEVELOPMENT KIT (SDK)



Integrating your mobile loyalty application with MPact is easy with the MPact Client SDK. The SDK includes sample applications, documentation and a library of clients that enable communications between the MPact beacon, the customer's iOS or Android™-based smartphone or other Bluetooth Smart-enabled mobile device, your loyalty application and the MPact Locationing and Analytics Server.

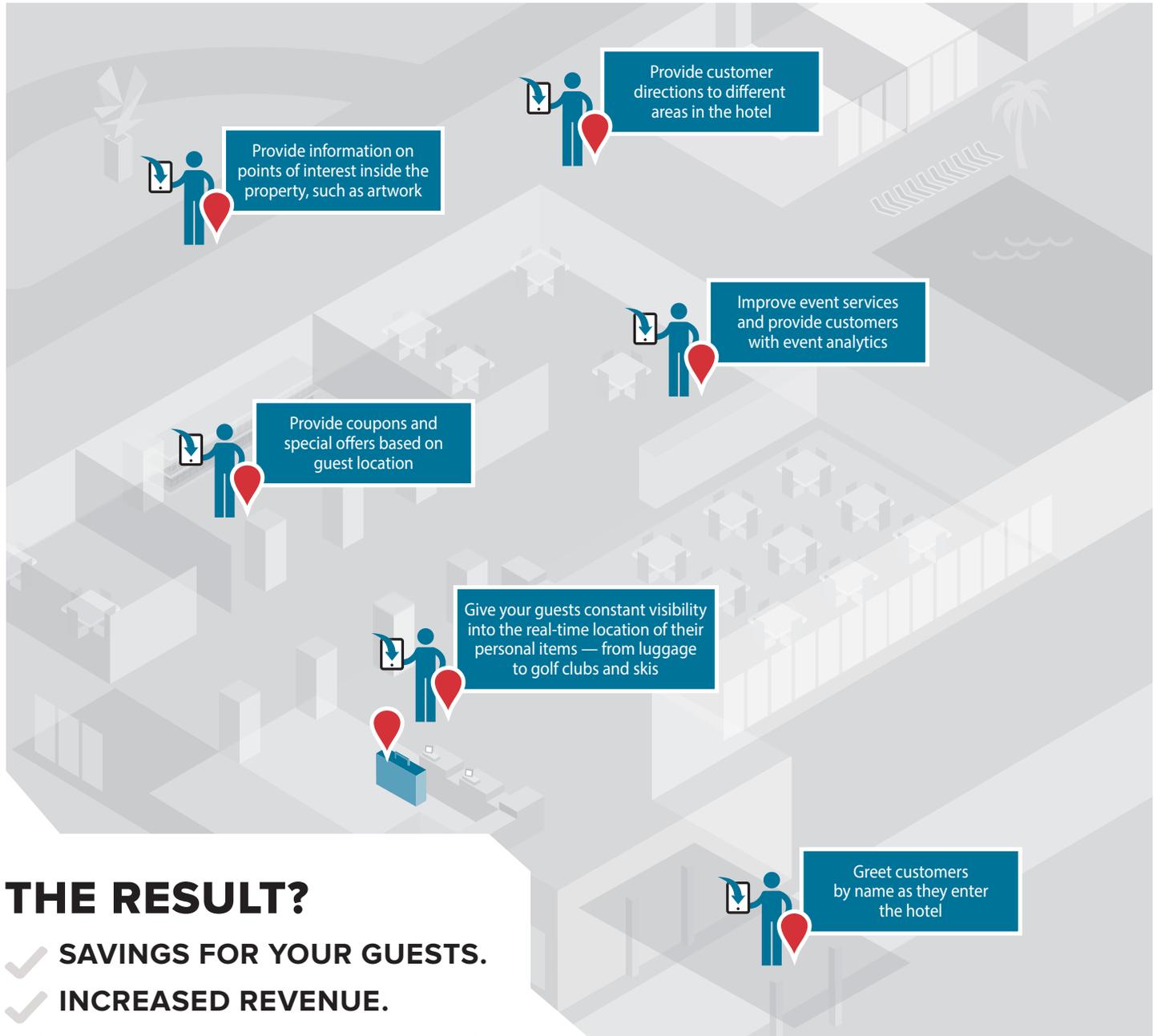
## MPACT INSTALLATION TOOLBOX



This simple-to-use highly graphic mobile application makes deployment of MPact Beacon (Bluetooth Smart tags in MPact hybrid mode) fast and easy. Just install the application on an iPad®, identify the locations where you want to install MPact Beacons on an electronic store map in the application and scan the tags as they are placed on the shelf — no technical expertise is required.

# MPACT YOUR HOTEL GUESTS

With MPact, you can use your guests' mobile phones to increase the number of touchpoints — as well as their value.



## THE RESULT?

- ✓ SAVINGS FOR YOUR GUESTS.
- ✓ INCREASED REVENUE.
- ✓ A BETTER GUEST EXPERIENCE.
- ✓ AND MORE RETURN VISITS.

**MPACT SPECIFICATIONS**

**MPACT LOCATION AND ANALYTICS SOFTWARE REQUIREMENTS**

<b>Hardware</b>	6 cores, 36 GB RAM, 1 TB disk space (supports 3 months of data and analytics)
<b>Software</b>	Debian 7.3

**MPACT SHELF BEACONS**

<b>Wireless</b>	Bluetooth 4.0 (Bluetooth Smart)
<b>Modes</b>	Battery Save, iBeacon, MPact
<b>Beacon Channel</b>	Configurable
<b>Beacon Interval</b>	Configurable
<b>Dimensions</b>	1.83 in. x 1.25 in. x 0.47 in. 4.65 cm x 3.18 cm x 1.19 cm
<b>Battery</b>	Replaceable, Coin Cell CR 2450
<b>Transmit Power</b>	-10 dBm to -33 dBm Configurable to 0 dBm to -23 dBm
<b>Operating Temperature</b>	32° F to 104° F/0° C to 40° C
<b>Transmit Range</b>	15 ft. to 120 ft./4.57 m to 36.58 m, line of sight
<b>Power Change</b>	1 dB increments

**MPACT SHELF BEACONS (CONTINUED)**

<b>Battery Life*</b>	Battery Save mode: ~2 years @ 600ms iBeacon mode: ~1 year @ 600ms MPact mode: ~1 year @ 600ms
----------------------	---

**CLIENT DEVICE SUPPORT**

Requires both Bluetooth Smart hardware and OS support

- Apple devices (iOS6 or later)
  - iPad® 3 or greater, iPad mini™
  - iPhone® 4s or greater, iPod 5th generation
  - iOS 7 (adds iBeacon support)
  - iOS 7.1 (allows iBeacons to talk to non-running apps)
- Android devices that support Bluetooth Smart with following OS:
  - Android 4.3 (Jellybean) or Kitkat (4.4.x)

**TOOLBOX**

<b>Hardware</b>	iPad 3, iPad 4 and iPad mini
-----------------	------------------------------

**SERVICES**

Software Support services helps keep your MPact solution up and running at peak performance, with full access to technical support resources, software updates and more.

The battery life varies based on various parameters, such as the beacon packet size and the beacon interval.

**Do you know where your customers are?**

**WITH MPACT, YOU WILL.**

With MPact, not only will you know when your customers arrive and where they are inside your store, you'll also have the power to take the action that will deliver the most value to your customer — and incent sales.

**MPACT FROM ZEBRA. INDOOR LOCATIONING, REDEFINED.**

**FOR MORE INFORMATION, PLEASE VISIT**

**[MPACT.ZEBRA.COM](http://MPACT.ZEBRA.COM)**

