

MOTIONLOGIC OUTDOOR ANALYTICS DEEP INSIGHTS - SMART DECISIONS

Where the number of people matters, reliable planning becomes a challenge: how many people pass my store window every day? Where is (local) traffic particularly heavy? Where is the best place for my billboard? Up to now, questions like this can only be answered retrospectively and through complex and expensive manual counting. With T-Systems' Motionlogic, the answers are only a mouse click away. This is practically in real time, too. A web-based dashboard or API can give you access to details on the above questions and additional valuable optimization potential at any time.

HAVE AN OVERVIEW OF IMPORTANT LOCATIONS

KNOW CUSTOMER ROOTS

Motionlogic uses anonymized mobile communications data to analyze public transport – in pedestrian zones, by road, or as local transport. The combination with socio-demographic data such as gender and age group, along with the ZIP code enables a large number of different uses.

EASY TO USE

A web-based dashboard provides you with access to the information you need at all times. A minimal setup time lets you quickly access to your data. In the process, both the number of points of interest analyzed and the number of users can be adjusted at any time.

WIDE VARIETY OF SCENARIOS FOR USE

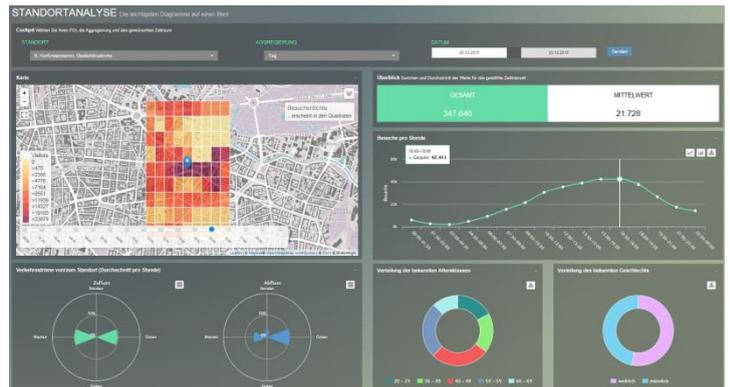
In addition to the efficiency of outdoor advertising, real estate locations can be evaluated and planned directly, without complex and expensive manual counting. Evaluations of traffic volumes by road and rail can be performed without difficulty and at low cost, ensuring more effective traffic planning. Promptly detecting dangerous situations during mass events can avert disasters.

SIX REASONS FOR USING MOTIONLOGIC

The use of Motionlogic is worthwhile in many respects:

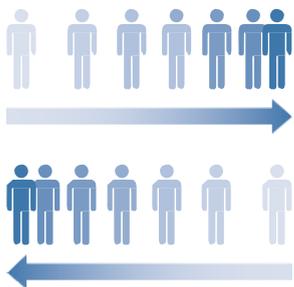
- Easy evaluation of locations (e.g. stores)
- Optimization of investments and budgets (e.g. marketing, efficiency analysis of advertising materials)
- A better understanding of customer behavior (e.g. routes taken)
- Better traffic planning (e.g. the local transport network)
- Increased security (e.g. at events)
- More efficient use of resources (e.g. rescue personnel)

USE OF ANONYMIZED MOBILE COMMUNICATIONS DATA



OVERVIEW OF THE MOST IMPORTANT USE CASES

PATTERNS OF MOVEMENT



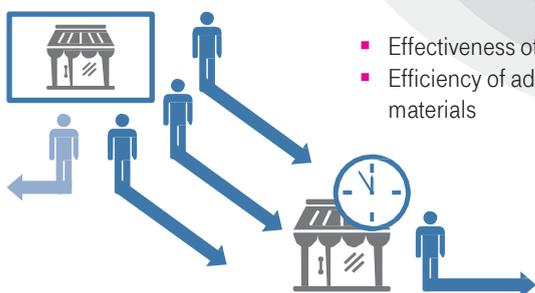
- Customer flow analyses
- Traffic flows and volume

ROUTES



- Customer behavior in shopping streets
- Churn analyses
- Conversion analyses

NUMBER OF VISITORS

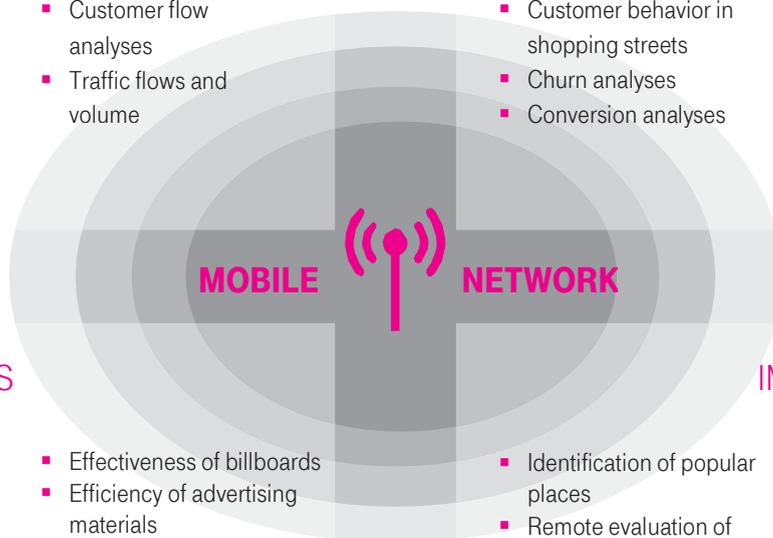


- Effectiveness of billboards
- Efficiency of advertising materials

IMPORTANT LOCATIONS



- Identification of popular places
- Remote evaluation of real estate property



DATA PROTECTION TAKEN SERIOUSLY

Motionlogic GmbH is a wholly owned subsidiary of Deutsche Telekom, and as such complies with the strict provisions of the German Federal Data Protection Act (Bundesdatenschutzgesetz – BDSG). Customer data is always anonymized using a certified procedure, guaranteeing that nothing can be traced back to particular individuals. At all times the information remains within Telekom's data centers. Thus it is ensured at all times that data handling is compliant with data protection provisions.

GET OFF TO A FLYING START!

Motionlogic offers you valuable information and comprehensive optimization potential for your everyday business. The solutions are quick to implement and easy to use. A trial can be arranged at any time. Just get in touch; we look forward to bringing you even closer to your customers.

Powered by



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