

## Location-Based Solutions



**Geoinformatics (GI)** company is active in the area of Geographic Information Science (GIS). It participates in a Joint Venture Scheme with the companies Geoinformation SA and Geocom SA. It represents both companies from 2017 and on and has the task of restructuring and merging their products, services and integrated solutions. **GI** has been established in late 2016. Geoinformation SA has been established in 2002, dealing with GIS. Geocom SA is a subsidiary company of Geoinformation SA, dealing with Communication Technologies, acquired in 2007. Both companies, were till 2012, members of one of the biggest media groups in Greece.

**GI** company's objective is to develop pioneering services and products, setting as its main orientation, cooperation with leading research institutions and companies.

**GI** Team consists of graduates with high educational level, MSc or PhD degrees.

**GI** focus its activities on Indoor Locationing Solutions and Services. It aims at providing to every customer of its clients, the most customized and personalized experience possible, on every single visit. **GI** is the Authorized Vendor of Zebra MPact Technology and Aisle 411 Solutions, for Greece. **GI** provides Spatial Decision Support Systems solutions, for Cultural and Tourism promotion, Waste management and Geodemographics. It also offers B2B cartography products.



## Utilize your shopper's location

### THE CHALLENGE

Inform potential customers to increase revenue...  
at the lowest cost.



### THE SOLUTION

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



### WILL BENEFIT YOUR CUSTOMERS AND YOUR BUSINESS!



- Increase loyalty and return visits
- Increase revenue per visit



- Pull real-time actionable information at any time or push data based on triggers you define
- Execute interactions all automatically all on your shoppers' personal mobile phones



- Analyze and visualize real-time & historical data of shopper's location and behavior