



Presentazione

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Introduction



**Wable is an interactive
connectivity and
proximity marketing
service that adapts to
every situation**





RetItalia e Quattrolinee



RetItalia and Quattrolinee have come together to create wable. RetItalia works nationwide to provide and manage **wifi** connectivity and has extensive experience in constructing the best bespoke hardware infrastructure. Quattrolinee is a communication agency that deals with brand enhancement through strategic marketing that puts the **user at the centre of the project**.





Wable



The sum of these two complementary parts gives life to a product/ service that is able to adapt to every type of use. Beyond just providing internet access, it provides a series of useful tools to enhance the user experience in the relevant area.





Possible solutions

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For each project a series of integrated services are produced as a result of customised analysis: the experience of using a public space, a means of transport or a shopping centre is made better as a result of simplified access to proximity services, proximity marketing, traceability and accessory services.





Large-scale Retail Distribution

In our urban areas the spaces we use for trade have undergone a process of profound change; they've gone from once being arenas that grew up spontaneously to being finely planned and holistic structures. In fact, the **shopping centre/MALL** is now part of an urban scenery in which we are now well accustomed to live and, more than just being a response to new demands in consumption, it's becoming a daily stage for promotion and assembly, both on the part of products and consumers.

It's on this very premise that a specific application of wable is based. Through a multifunctional platform (or, more generally, through a transportable device that is adaptable to any physical space), wable is able to create a meeting space inside a shopping centre that can promote offers and services, allowing the consumer to immerse themselves in both a real and virtual experience that is expressly designed to enhance the product on offer. Wable is also able to work within the **retail** space of supermarkets by using a geo-localised interactive service and profiled commercial offers. The application will allow the consumer to get to know all the offers and the locations of the products within the shop in real time, by simply logging into the Wi-Fi network of the supermarket.

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Possible services on offer:

- Internet access
- Profiled data for log-ins and use
- Dashboard with access to profiled services and promotions
- Storytelling of profiled services and products
- Profiled promotional messages
- Tool for mobile top ups





Banking

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The branches of banks are increasingly becoming places we visit only virtually. The customer experience in both the brick and mortar branch, as well as the digitalised equivalent, can be enhanced by introducing of a series of hardware and software systems.

These systems use truly innovative interface models and exclusive services that optimise the relationship between man and machine in terms of both time and methods of use. Wable aims for a complete connection between portable and stationary technology, in order to make the branch the physical place in which all operations are finalised and also initiate a channel of communication that is tailored specifically to the actual consumer.

As a result wable presents itself as an ideal partner for the development of the Filiale 2.0. The customer's presence in the branch is secured by access to a service dashboard for the customer, designed to strengthen the relationship with the bank.

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Oil & Gas

In every part of the world, great urban centres are connected by a network of motorways and roads. In Italy there are around 24,000 service stations, the most part of which are now used principally for drivers looking to get some rest or some food. Given the expansive presence of these sites across the nation and the world, it makes sense to develop a service designed to complement the traveller's journey. Communication with the customer and their potential loyalty to the brand represent important assets to petrol companies, who themselves are searching for an alternative to traditional methods of physical advertising that engages directly with the traveller.

Aiming to perfect the travel and service station experience (for both short and long stops), wable works as a strategic partner in providing hardware and software through innovative ways of engaging and connecting with the customer. Localisation systems, connectivity services and profiled communication represent a first model for implementation, expressly designed to secure the loyalty of customers during their journeys.

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Possible services on offer:

- Internet access
- Profiled data for log-ins and use
- Dashboard with access to profiled services and promotions (traffic updates, routes and proximity marketing)
- Storytelling of profiled services and products
- Profiled promotional messages
- Tool for mobile top ups



How it works





How it works?

At Wable's core is hardware, which is developed on a made-to-measure basis in line with our ever-growing needs for connectivity, whilst a software component manages access to interactive services. Through a log in page, the users can either sign up or log in, and by doing so immerse themselves in a personalised environment that helps them appreciate the services that have been chosen just for them.

The model, applicable to various scenarios, is self-sustaining due to the sale of the data profiling service and advertising space to third parties, both of which are valuable as they are in close proximity to the final act of purchase on the part of the consumer. The wable team is made up of marketing and communication experts as well as engineers; together they are capable of creating the best service in terms of cost and function for every need.



References





References

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Over time wable has developed an important synergy with a variety of individuals and businesses on a local and national level, having worked with private companies and institutions such as **IGP, Decaux, Città di Torino, TIM, Politecnico di Torino, Sisal** and **Lavazza**. Already in wable's short lifetime it can boast positive results with a variety of councils and large cities in Italy, as well as with other important events going back several years in the city of Turin like **Supernova** and the **Turin Marathon**.



