

WALKBASE FOR AIRPORTS

Creating outstanding travel and shopping experiences



PASSENGER FLOW
OPTIMISATION



QUEUE
MANAGEMENT



ASSET & STAFF
MANAGEMENT



RETAIL
ANALYTICS



DYNAMIC ADVERTISING
AND SIGNAGE



INDOOR LOCATION
AND WAYFINDING



Gartner 2015
CoolVendor



WALKBASE ENABLES AIRPORTS TO OPTIMISE PASSENGER FLOW, MANAGE QUEUES, OFFER SMARTPHONE WAYFINDING AND MUCH MORE. FOR CREATING OUTSTANDING TRAVEL AND SHOPPING EXPERIENCES.

From waiting time to shopping time

Airports have gradually transformed into world's largest commercial spaces. An increasing portion of airports' profits come from non-aviation services.

To improve earnings rapidly and systematically, leading airports use indoor positioning solutions to:

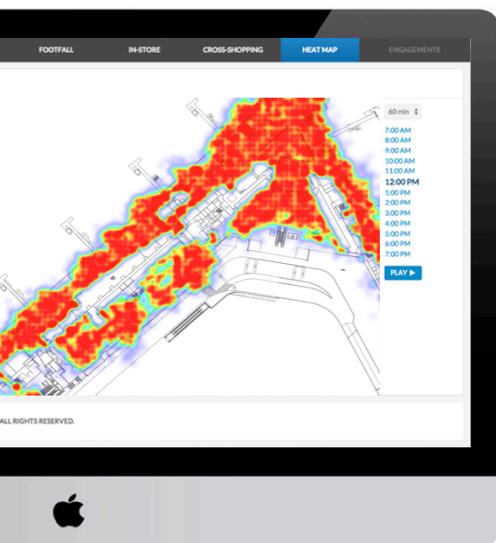
- Manage queues and cut waiting time
- Optimise layouts for fluency and shopping
- Multiply the value of ad space through metrics
- Offer location based services and wayfinding



The Walkbase solution

Walkbase is the leading provider of indoor location and analytics for airports. The platform combines Wi-Fi, BLE beacons, and other technology to provide real-time analytics on how passengers move and dwell in physical environments.

It also enables locating individual customers, staff members and assets such as baggage carts. Walkbase is readily deployed by top airports and retailers across Europe.



TAKE PASSENGER OPERATIONS TO THE NEXT LEVEL

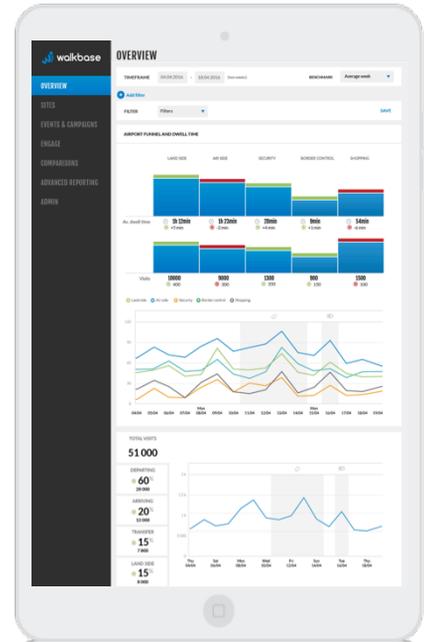


Optimise passenger flows

Walkbase gives versatile tools for analysing passenger's paths, identifying bottlenecks & crowding, and viewing live heatmaps of the entire premise. The analytics can be easily filtered by segments such as frequent flyers; boarding, transfer & arriving passengers.

Queue management

Walkbase Queue lets you to view, report and analyse queue lengths, waiting times and passenger flow real-time. It also lets you to predict queue formation by counting passenger arrivals from public transport, entrances and flights.

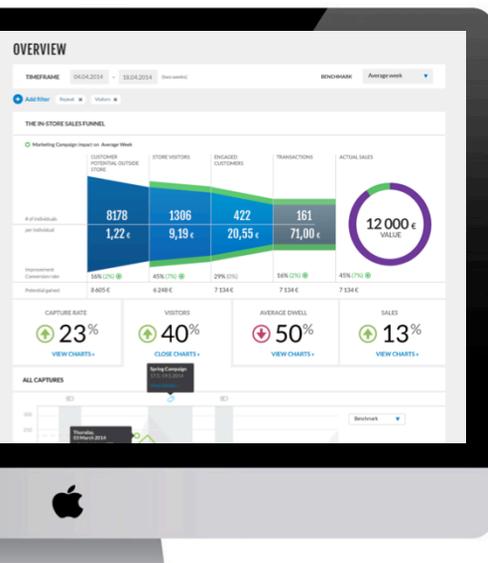


Asset & staff management

Walkbase uses Wi-Fi and BLE asset tags to locate baggage carts, trolleys and indoor vehicles. You can also locate personnel to alert and allocate the right amount of staff according to passenger volumes – to ensure the best possible customer service.

Retail analytics

The full capability of Walkbase's retail analytics tools are available to airports and their retail tenants. With Walkbase Analytics, it is possible to analyse e.g. how bypassing traffic converts into store visitors, and to optimise store locations based on customer patterns. Individual stores can be divided into zones for further analysis.



Dynamic advertising and signage

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Location based services & wayfinding

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FEATURE HIGHLIGHTS



COMBINE MULTIPLE TECHNOLOGIES

Walkbase uses Wi-Fi, BLE Beacons, people counters and others sources to gather passenger flow data covering entire airports. This enables locating people and assets real-time.



VISUAL DASHBOARD AND REPORTING

Get key metrics and analytics insights from the online Airport Dashboard and reporting tool. The data can also be easily exported and integrated to other management systems.



ACCURATE INDOOR POSITIONING

Accurate indoor positioning is at the heart of the solution. It is critical for both anonymous analytics as well as engaging with customers opted in with free Wi-Fi or through smartphone apps.



UNCOMPROMISED SECURITY

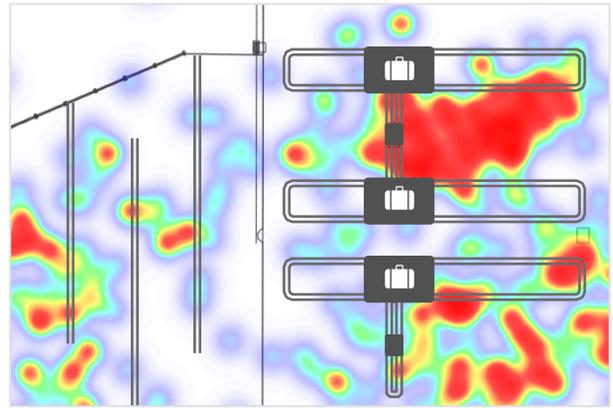
Walkbase has industry-leading security functions when it comes to end-user privacy and data security. Just as an example, we use Wi-Fi to make sure no fraud is possible with BLE Beacons.

CASE: QUEUE MANAGEMENT

Queues are perhaps the biggest revenue blockers and causes of discomfort at airports.

Walkbase determines the location of smartphone enabled passengers throughout the terminal building. The resulting aggregate, anonymous and real-time passenger data forms the basis for determining queue lengths and throughput times.

With people flow information from other areas, such as parking or entrances, it is possible to predict queue formation and optimise staffing for best fluency.



4 min Queue time

11 Pax in queue

9 min Throughput time

22 Pax in security

-58 SEC

decrease in average queue time

50 000 pax

on average per day

+806 HOURS

additional shopping time per day

+7.8 MEUR

additional revenue per year



BUSINESS IMPACTS

CUT AVERAGE QUEUE AND PROCESS TIME

Every extra minute spent on shopping & services has a direct impact on non-aviation earnings. Walkbase helps to convert process time to commercial time at multiple instances.

OPTIMISE LAYOUTS FOR CONVENIENCE & FLUENCY

Walkbase is the perfect precision tool to monitor, test and optimise the fluency at all areas. We also help to track assets and adjust staff allocations for optimal customer service.

OPTIMISE £'s PER SQ FT FOR RETAIL & AD SPACE

Walkbase has an established roster of retail analytics tools. Airports are able to develop the store mix, base rents on actual footfall data, optimise & measure digital advertising, and offer analytics data to retail tenants.

OFFER LOCATION BASED SERVICES TO PASSENGERS

With a simple SDK, airports can quickly enable mobile apps with accurate indoor location of the user. This is great for wayfinding, recommended services, promotional messages and alerts & notifications.

FIVE STEPS TO IMPLEMENTATION

- 1.** Determine the status of existing Wi-Fi infrastructure and footfall counters. In a best scenario, these may readily be used as data inputs for analytics.
- 2.** Speak to Walkbase sales representatives to obtain a customised implementation plan with key use cases, installation setup, deployment roadmap, and time & resources.
- 3.** Walkbase takes care of installing and configuring any needed hardware, including Walkbase Wi-Fi sensors, beacons and footfall counters. Thanks to our lightweight hardware and advanced planning tools, even large installs can be completed in just a few days.
- 4.** Start exploring analytics from the Walkbase Airport Dashboard. Add users, export data, and configure email reports. Additionally, as part of every deployment, Walkbase's insights team performs a customised analysis on agreed use-cases.
- 5.** Expand use-cases: data integrations, BLE beacons & SDK for mobile app, indoor location based services, asset & staff management, dynamic signage & indoor advertising.



WALKBASE FOR AIRPORTS – KEY FEATURES

Dashboard and Reporting

Overview
 In-store sales funnel
 Sites, time frames
 Zones & categories
 Events & campaigns
 Filtering
 Comparison tool
 Path analysis
 Heatmaps
 Cross-shopping

Loyalty analytics
 Engagement analytics
 Queue tool
 Power hours
 Advanced email reporting
 Asset management
 Staff management
 In-store Advertising
 Engage

Security and Privacy

MAC hashing
 Secure networking (VPN)

Beacon ID rotation

Integrations

Mobile SDK (iOS, Android)

Walkbase API

ABOUT WALKBASE

Walkbase is the leading in-store analytics and marketing solution for retailers and travel hubs. Just like web analytics platforms have revolutionised the online shopping experience, Walkbase provides the same level of measurability and smartphone enabled personalisation to brick-and-mortar stores.

Based on indoor location technology, the platform provides real-time analytics on customers' habits so the same level of personalisation can apply in brick-and-mortar as it does online. It analyses in-store customer patterns, measures and optimises the impact of marketing on physical stores, engages customers with personalised in-store marketing, and links the online and offline customer journeys together.

Walkbase

sales@walkbase.com
 partners@walkbase.com
 www.walkbase.com

