

SOFT STRATEGY DIGITAL SERVICE LINE

INTERNET OF EVERYTHING



INDOOR POSITIONING

We offer personalized experiences to users operating in a building or visiting an area or a shop with custom content, targeted promotional messages and features to benefit multimedia content and location-based services.

OVERVIEW

Basing on geolocalization technology and **indoor navigation** - easily accessible by all users of mobile iOS or Android devices - allowing to extend all the benefits of the solutions based on indoors **GPS**, with the use of a high-precision technology and the use of **Beacon infrastructure**, low cost and easy to install.

KEY BENEFITS

Knowing user's location allows to offer **centered location services**, such as **place of interest** or **assisted navigation** to reach specific locations: such as platforms, airport gates, museums locations or simply find a product in a store.

SERVICE KEYWORDS

#POSITIONING #MOBILITY #INDOORNAVIGATION #LOCALIZATION



AUGMENTED REALITY

We develop web-based applications of the latest generation to allow streaming view of the overlap between real and virtual elements, creating innovative experiences of connection capable of feeding highly emotional and effective engagement techniques.

OVERVIEW

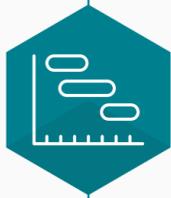
Our development centre is specialized in the **application of augmented reality technology**, which we propose as an **innovative and emotional tool** for projects related to mobility and **unconventional marketing**.

KEY BENEFITS

We offer adaptable solutions to infinite scenarios, using augmented reality that is **redefining the B2C sale** thanks to a new experience of interacting with more and more connected in mobility customers, combining the physical world in a kind of iperconnection with **high engagement**.

SERVICE KEYWORDS

#AUGMENTEDREALITY #UNCONVENTIONAL #MARKETING #B2C



TECHNICAL PM

We are specialized in assisting our clients in the operational management of the projects from the feasibility study stage and kick-off to go-live.

OVERVIEW

We operate as an interface with **internal customer resources** at different levels, with the **consultants** and **technical people involved** (analyst, developer, system engineer) in the solution implementation.

KEY BENEFITS

We guarantee a centralized governance of initiatives, keeping the project portfolio aligned with the evolving strategies of our customers, **on-time and on-budget delivery**, improving communication between the project team and stakeholders.

SERVICE KEYWORDS

#PMO #KICK-OFF #GO-LIVE #BUDGET #DELIVERYONTIME

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