

Case Study

Taubman

The Taubman Company (NYSE: TCO)



Taubman (NYSE: TCO), is a publicly-traded Real Estate Investment Trust (REIT) which operates high-end retail centers throughout the USA and Asia. In tandem with MXM, a mobile app agency, Taubman sought to find an indoor navigation SDK to power their Shopping Mall App that would provide their clients and merchants with an exceptional experience, and in turn, drive sales. TTC signed a contract with SPREO to implement the technology throughout eighteen malls in the United States by the end of 2015.

SPREO provided an integrated indoor location based services (LBS) solution that includes Bluetooth® Low Energy (BLE) SMART™ beacons, Software Development Kit (SDK) integrations for Android and iOS mobile applications, and licenses for indoor positioning and indoor navigation services.

FUNCTIONALITY PROVIDED:

- Precise Indoor Location
- Dynamic Live Navigation
- Multi-floor recognition
- Dynamic step-by-step navigation engine
- 'Blue Dot' map view with outlined route
- Save and use navigation instructions to find your parking spot
- Share your location with friends
- Save your favorites stores
- Find safety exits fast
- User friendly dashboard which delivers: Analytics, Content management, Beacon management and Map placement
- Multi-language

The SPREO location engine enables Taubman Center and its mall tenants to integrate store information, promotions, news, buzz notifications and more.

Taubman will also utilize the SPREO online platform to leverage analytics insights from venue traffic and user behavior data. The Beacon Fleet Management in the SPREO cloud dashboard ensures that the system is always live and functional.

“Indoor positioning technology that is both accurate and easy to use will transform the mobile consumer experience at retail and large venues. SPREO has developed such a technology and we are excited to be partnering with them.”

Ivan Frank, Digital Director, The Taubman Company



BACKGROUND:

- Publicly-traded Real Estate Investment Trust (REIT)
- Thirty-five retail centers throughout the USA and Asia
- Among the most prestigious shopping malls in the world

CHALLENGE:

- Implement Bluetooth Low Energy (BLE) based indoor positioning and navigation (IPIN) system throughout 18 malls by EOY 2015
- Provide shoppers with a concierge app to help them at every turn
- Improve visitor experience at shopping malls

SOLUTION:

- BLE beacons with custom firmware & extended battery life
- License to SPREO indoor location engine and navigation software
- Partner with mobile agency to integrate SDK for iOS and Android

RESULTS:

- Seamless navigation experience for visitors
- All store information, promotions, news and buzz notifications in one versatile app
- Analytics insights from venue traffic and user behavior data
- Beacon Fleet Management in the SPREO cloud dashboard to ensure that the system is always live and functional

