



# Leveraging technology for competitive advantage

Deliver Experience, transfer revenue

- Provides outstanding location-based services
- Supports branding and industry themes
- Converts Wi-Fi infrastructure to a revenue generator
- Supports 500 plus concurrent connections
- Integrates with all industry WiFi infrastructures

## What is ConnectedMagiX?

A cloud platform that manages rules, messaging and analytics of your indoor, location-aware mobile apps. The platform is designed to help bring your customers' location and identity together to create a new and effective channel of communication. This helps you to:

- **Engage with customers:** By Communicating the right message at the right place.
- **Monetize customers better** By offering personalized services to your venue visitors.
- **Gain customer insights** By increasing your operational efficiency through better customer understanding.



## Improved Customer Experience

- Visitors drive their own experience through their devices
- Increased engagement through social media & in-venue connections
- Full awareness of and ability to engage on-demand services.

## Positive Financial Impact

- Reduce operating expenses and preserve legacy investments
- Location-aware advertising, and monetized services
- Innovative revenue streams, up-selling & cross-selling capabilities

## Brand Loyalty Boost within a highly competitive market

## Decreased OPEX, inventive revenue, increased overall profit

## Enhanced business processes

- Efficient use of staff
- Delivers actionable analytics that support smarter, faster business decision making
- Offers back-office functionality that streamlines routine administrative tasks

## Why customers use ConnectedMagiX

- Indoor navigation assistance
- Customer behavior analytics and heat map
- Identity management & location tracking
- Marketing content delivery
- WiFi capitalization of the entire infrastructure.
- Customer engagement and 2-way communication
- Integration into business backends and social media
- Serves a wide range of diverse industries:
  - Hospitality
  - Event Management
  - Healthcare
  - Education
  - Aviation
  - Real Estate
  - Malls / Retail

"I would like to extend my gratitude toward the great efforts. The results were astonishing and made the event go so smooth which reflected positively."

Ossama Abouelwafa  
Marketing Communication Expert  
Global Marketing  
Schneider Electric



# ConnectedMagiX deployed on MS Azure, is everything an Enterprise needs to succeed on mobile



## Happy Visitor, Happy enterprise !

- Personalized
- Increased revenue as well as satisfaction
- Simplified Business Processes



## Speed across the board

- Speed of Solution Deployment
- Speed of operation
- Speed of Scalability



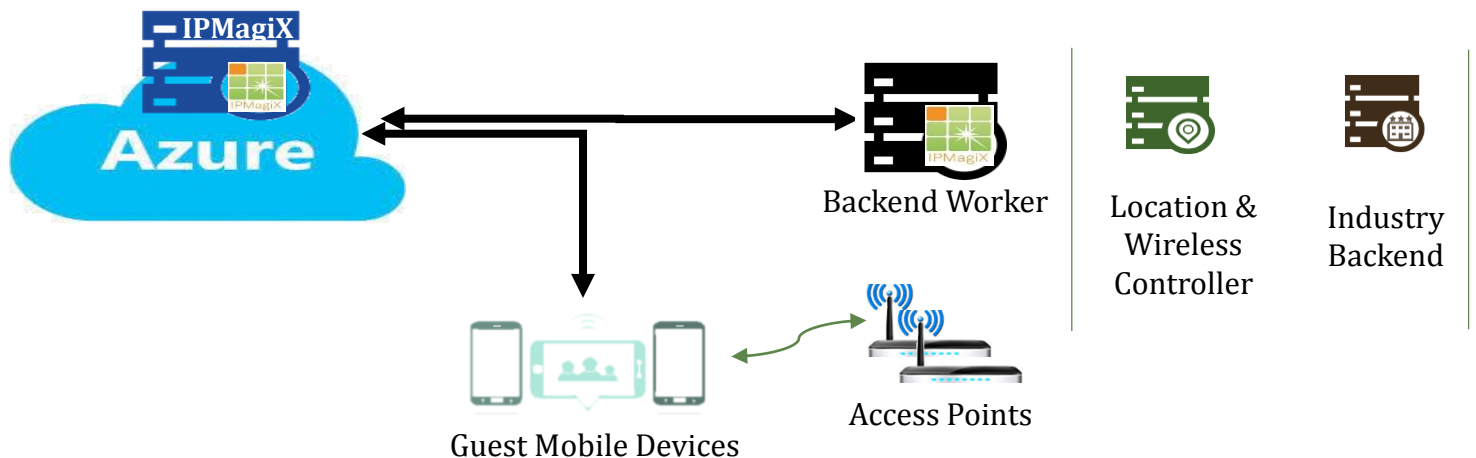
## Overall Impact

- Data Security
- Capture and understand visitor-generated data for accurate decision-making
- Cost Reduction

## MagiXConcierge on Cloud

### Our promise to you

While we prepare your Enterprise for IoT, we promise to help you increase competitiveness, maximize productivity, raise revenue opportunities while simultaneously improving customer service.



## Tangible Benefits / Desired Outcomes

- Visitor Engagement
- Gain visitor Insights
- Take Informed Decisions
- Increase Revenue
- Close Communication Gaps
- Decrease OPEX

## Why IPMagiX?

Founded in 1998, IPMagiX creates solutions that empower hotels to prepare for IoT and earn revenue simultaneously. Headquartered in Egypt, and as a Microsoft Gold Communications Partner, IPMagiX has emerged as a leader of Unified Communications building a global presence. At IPMagiX, we integrate our vast experience with our highly enabling technology to create innovative solutions with ultimate flexibility, outstanding support and robust value through.