



Location Based Services

PROXIMITY SOLUTION PROVIDER INDEX (PSPi)

Software Companies

Swirl has remained an absolute leader in the platform category for more than a year. The company focuses on the retail vertical and offers solutions to retail marketers, store operations managers, and owners of mobile audiences.

Plot Projects has climbed to the top-3 in our ranking for the first time in Q4 2017. The primary focus of the company is to provide location intelligence for mobile apps. Collecting location insights, sending notifications, building user profiles, and online/offline retargeting allow the company to be one of the leading players on the market.

Tamoco is another company that always remains among the leaders of the PSPi ranking. Tamoco provides location insights to businesses, brands, and developers and allows to make smarter decisions.

PSPi PLATFORM



(+/-) Difference in company ranking compared to previous quarter



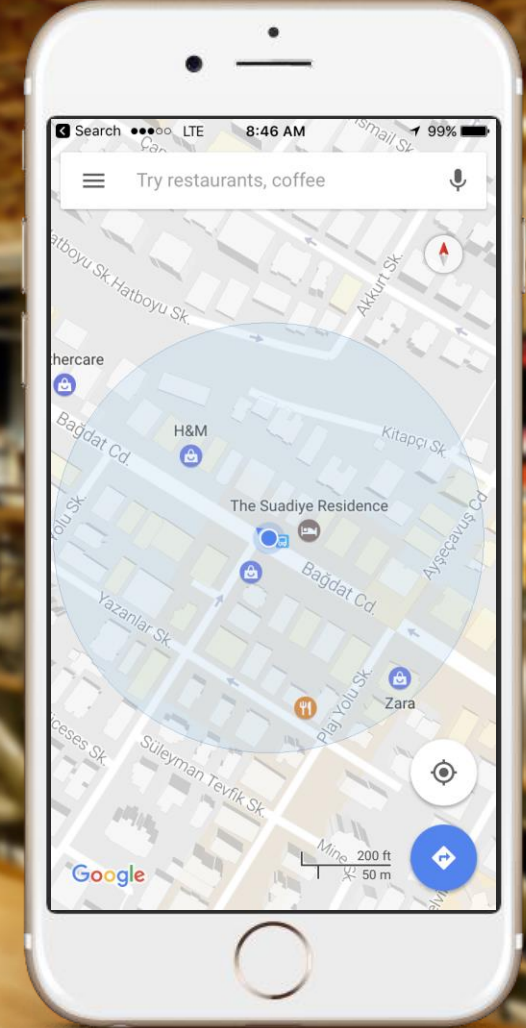
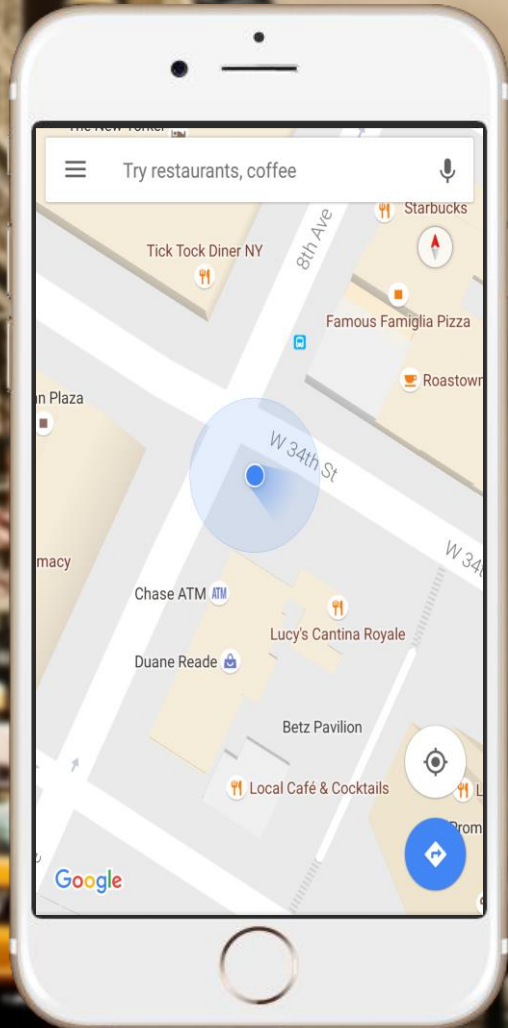
FOUNDED
2012



OF EMPLOYEES
16



OFFICE
LONDON
ISTANBUL



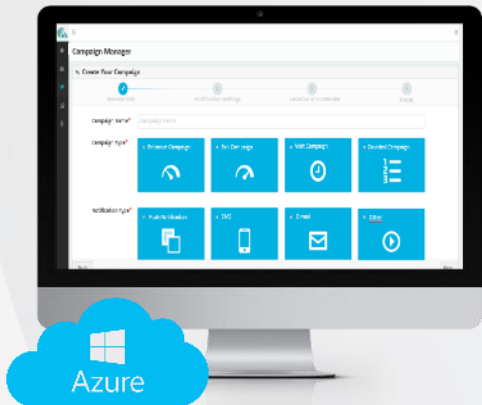
GPS is not accurate indoors



Connecting the physical world with digital experiences

Poi Campaign Manager

Real Time, Location Based and Personalized Offers



Poi Micro Location Analytics

Visitor and Location Statistics including historical and live heat maps



Poi Indoor Navigation

Point to Point navigation and customized tours



Poify

Fast, Easy and Secure Verification and payment



How it works?



End-user downloads Poi SDK integrated app.



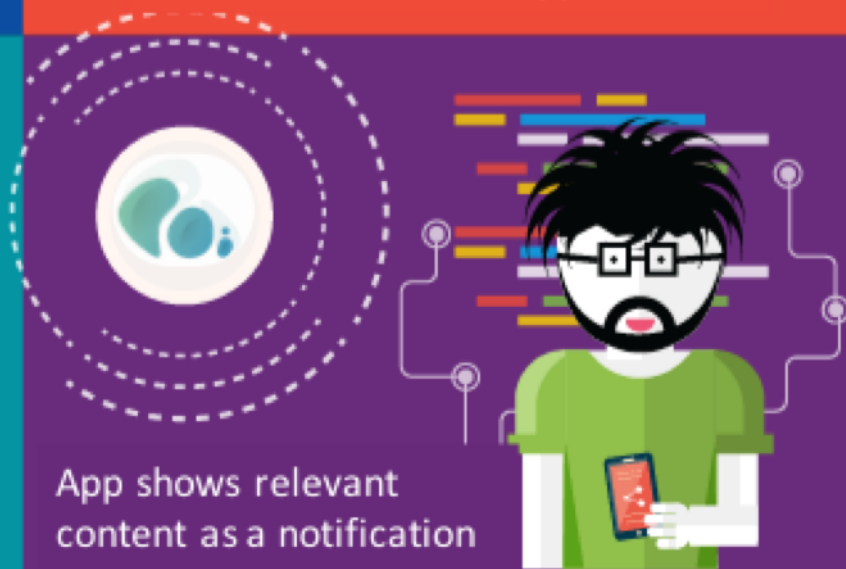
Poi Labs services run in the background and interact with Poi Beacons via app.



User ID and location data is sent to server when user entered into zone Poi Beacon.



According to user's former behaviors, CRM data and location, event is triggered.



App shows relevant content as a notification



Analytics and campaign reports are presented via Poi Platform.

Hopi

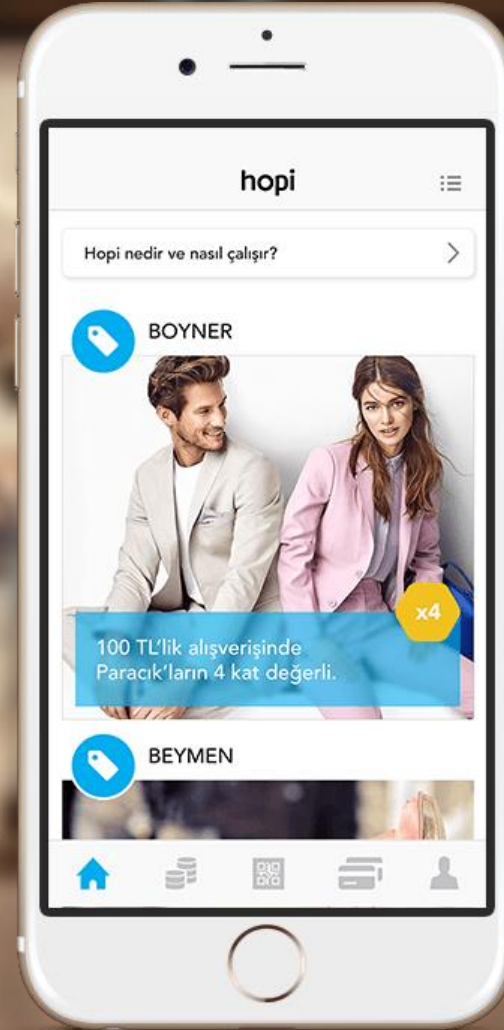
The App of Shopping

PoiLabs provides the proximity solution for Hopi



700+
Stores

50+
Cities

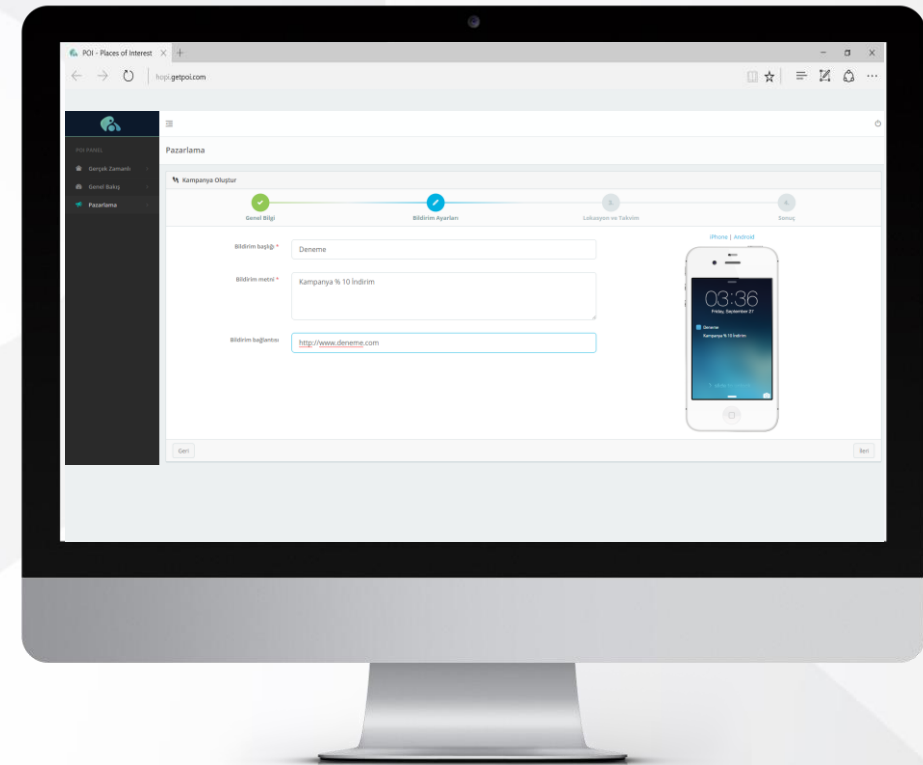
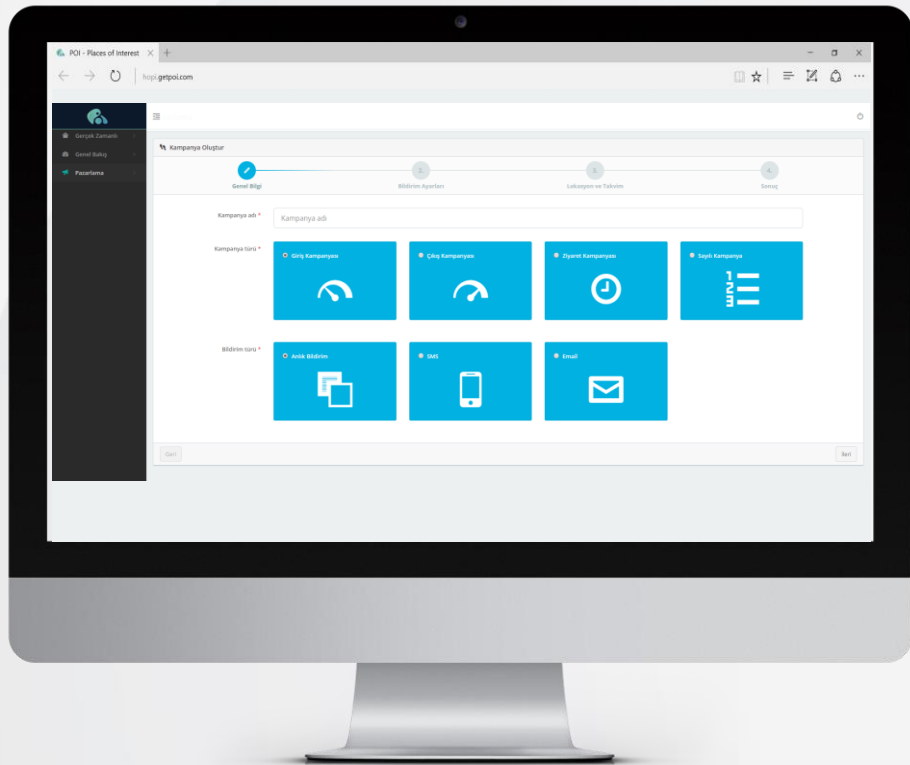


5.000+
Poi Beacon



RIGHT

TIME
LOCATION
CUSTOMER
OFFER



Poi Mall Network





Microlocation Analytics

Collect your customers data and analyse their behaviors



13:57



Click to Watch

Turkcell Hayal Ortağım

Accessible Venues

Our Solution Works in Turkcell's App

12
Cities

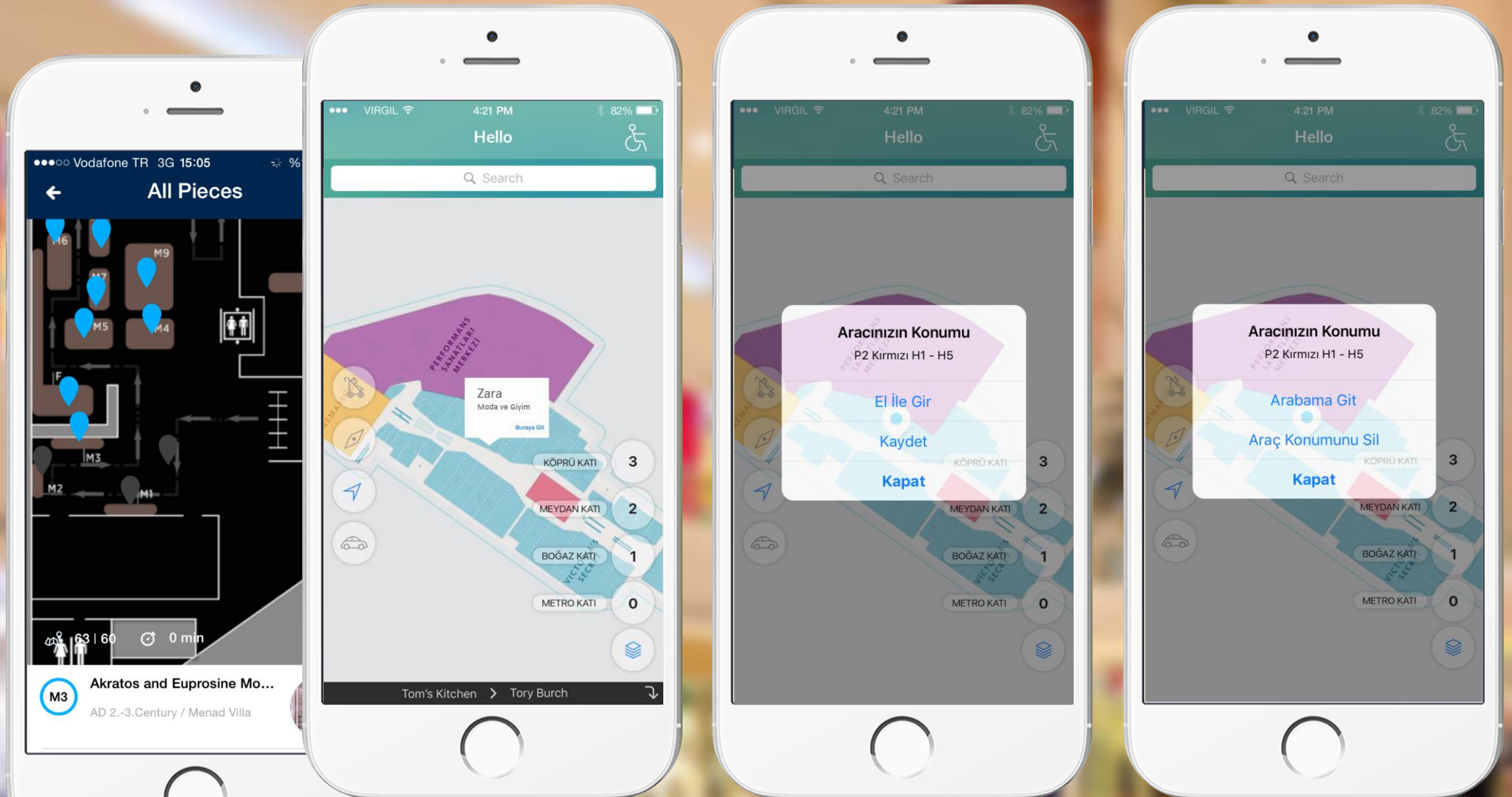
1
Campus

150.000+
User

1
Museum

28
Shopping
Centers





Indoor Navigation for Malls, Hospitals, Airports & Museums
Customers can easily navigate to stores, nearest toilets and more

TÜRKİYE

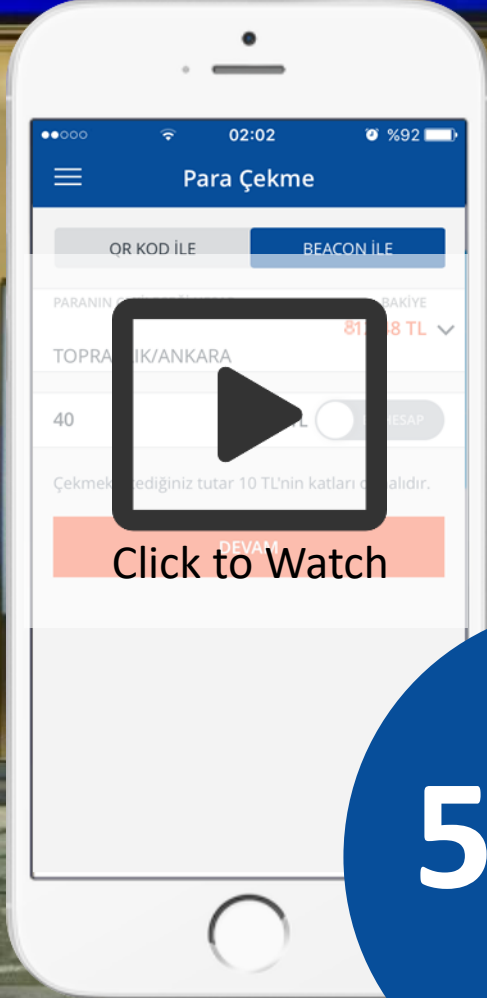


BANKASI

İş Bankası

Withdraw Cash via Beacon

İş Bank customers can withdraw money via Beacon after choosing it from ATM. Only need is to tab his/her device to the beacon area.



5.500
ATM



POILABS

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