



Aileen for Retail

Smart Retail for Consumer Engagement

Aileen is a solution aimed at transforming shopping into engaging, personalized experiences for consumers.



Grocers



Malls



Entertainment



Retailers

Discover - Identity. Location. Intent.

Sirqul's software platform and patented smart mesh Edysen devices deliver **Identity, Location, and Intent**. This intelligence is collected **anonymously** and **without a mobile app**.

Sirqul feeds data into Aileen's web dashboards for visualization and customization of triggers, actions, and messages. While embeddable SDKs and templates are provided for Mobile Apps, Websites, Kiosks, TVs, and large Touch Screen Displays.



STRATEGIC PARTNER



Combining Altierre's leading (IoT) platform and (ESL) Electronic Shelf Labels with Sirqul's (IoT) Intelligence of Things platform and location-based Edysen technology will give retailers a smart, efficient solution for locating items and shoppers in their stores. Transform your in-store experience and make individualized promotional offers to shoppers based on their exact indoor location, behavioral insight, purchase and loyalty history.





Aileen for Retail

Transform In-Store Experiences

Digital transformation delivers new opportunities to engage consumers in the physical store and changes customer experiences forever.

Sirqul's devices and software platform interact with your store, optimize customer journeys, analyze and predict traffic and behavioral patterns, and improve conversions.



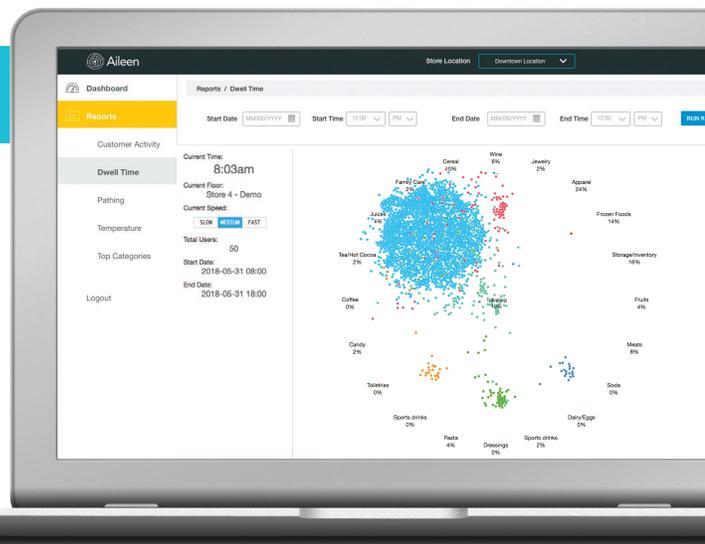
Platform Benefits

Digital Physical Store Intelligence

- Visualize store traffic related to product placement and promotions
- Understand traffic patterns, dwell times, and sales correlations
- Convert more visits into sales

Craft a Personalized Journey

- In-store navigation to products and shopping lists
- Connect to digital concierge or associates for immediate help
- Receive location-based promos and coupons
- Discover product info at the shelf or in aisle with interactive displays and user-generated content



Connect Employees and Enhance Store Operations

- Employee task management and staffing optimization
- Predict, monitor, and trigger alerts to prevent costly spoilage
- Pick & Pack with routing for customer store pick-up