

ShowCase

Soft Strategy Digital Service Line “The Internet of Everything”

Products

Internet of Everything – Service Line

- Indoor positioning
- Augmented reality
- Technical PM

Results

The main benefits are:

- automation and scalability of resources;
- increase in production performance;
- branding;
- greater efficiency of the building
- increasing accessibility and use of the environments;
- ad hoc planning and configuration of the microclimatic space
- optimization in indoor environments
- employee wellness and stress reduction

Introduction

Soft Strategy is a 100% Italian company specialized in professional services for medium and large sized businesses. Established in 2006 by experienced partners coming from leading Management Consulting companies embracing an ambitious project, it has developed over time its Advisory offer with vertical ICT solutions aiming to Digital Transformation & Innovation.

In 2016 Soft Strategy has launched services in the 'Digital' area in addition at the historical 'Management Consulting' service line established in 2006, consolidating the yearly company revenues around 14 M € at the end of 2017 with active customers in Telco, Energy & Utilities, Transportation and Public Administration industries .

The IoT services offered by Soft Strategy through the 'Internet of Everything' Service Line include both hardware and software solutions tailored to customer needs. These solutions have been implemented also through the creation of prototypes based on Single Board Computer and with the use of technological partner products for the development of advanced infrastructures.

The IoT software platform - developed through an innovative approach such as the use of containers and serverless architectures:

- historicizes/archiving all the information collected by all the sensors and processes them on the platform;
- monitors data and infrastructure over time and checks for anomalous events with self-diagnostics and recovery capabilities
- remotely controls, continuously, the connected objects;
- notify in real time when events occur;
- shares the management of connected objects

The IoT infrastructure implemented by Soft Strategy is also able to make devices with limited computational capabilities "smart". For example, it allows infrared people to communicate with the cloud platform and to view in real time the number of presences inside work environments through a web app.

Challenges

Always been innovation oriented, and today - in a deep transformation scenario – Soft Strategy offers solutions guiding its Customers growth.

The capabilities to reach different areas of strategic intervention in the landscape of digital transformation empowers Soft Strategy to offer a broad spectrum of services designed to lead and support the IT innovation.

Soft Strategy designs and builds solutions on different market platforms, with the perfect balance between business priorities and ability to innovate.

Solution

- INDOOR POSITIONING

Soft Strategy offers 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 services.

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 architecture**, 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 a product in a store.

- AUGUMENTED REALITY

Soft Strategy develops 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.

Its 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: 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**.

- TECHNICAL PM

Soft Strategy is specialized in assisting its clients in the operational management of the projects from the feasibility study stage and kick-off to go-live. It operates 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: guarantees a centralized governance of initiatives, keeping the project portfolio aligned with the evolving strategies of its customers, **on-time and on budget delivery**, improving communication between the project team and stakeholders.

References

www.softstrategy.it