

Beacon



Beacon platform is designed to manage beacons and track them based on location, zones and regions. Beacons can be used for targeted marketing and location based offers or facility management solutions based on the business need.

Platform

- White-Labeling
- Cloud Enabled
- Multi-level Hierarchy
- SDK for Merchants & Partners
- API based services
- Plug-n-Play
- Interfaces with 3rd Party
- SMS Integration
- Scalable and Performance

Features

- Dashboard
- Location Management
- Zone Management
- Application download
- Parameter download
- Download scheduling
- UX Branding

Architecture

- Service Oriented
- N-tier Architecture
- Modular, Robust and Scalable
- Flexible to integrate with external systems
- Responsive Web Portals
- Loosely coupled
- jQuery / AJAX for better UX
- Easy to deploy
- Automated deployment
- Minimum infrastructure
- Minimum cluster environment

Beacon Actions

- Beacon ranging
- Background monitoring
- Active and passive monitoring (background / foreground)
- Configurable scan period
- Proximity UUID monitoring

Technology

- Development - Java, Spring, Micro Services,
- REST Services, Spring Boot, Spring cloud
- UI - HTML, CSS, jQuery, Ajax
- Database - Oracle, MySQL, PostgreSQL
- Deployments - JBoss, APACHE Tomcat, or any other

Beacon Mgmt

- Beacon location configuration
- Beacon location update
- Beacon zone mapping



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Beacon Event Trigger

- Monitor start
- Monitor stop
- Beacon detect
- Beacon position update
- Beacon region entry
- Beacon region exit
- Web hooks



Device Level Settings

- Device Bluetooth monitoring
- Beacon mobile SDK APIs
- Beacon interaction



Backend Platform

- User management
- Create user
- Modify user
- Delete user
- User role management



Analytics/Reports

- Total customers in shop at any time
- Most visited zones
- Most visited shops
- Shopping frequency
- Items which attract customer more
- Density of customers in zones
- How many customer visited the store
- Most busy day of the week
- Most selling item in the store/season
- Top items which did not get sold
- Average shopping time of a customer
- Location Processing
- Identifying the user location w.r.t zones
- Path predictions to different zones
- Event detections based on beacon distances between zones



Zone Mgmt

- Create zone
- Update zone
- Delete zone
- Zone level beacon management



Beacon Mobile SDK API

- Interaction
- Ranging
- Monitoring



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Location Processing

- Identifying the user location w.r.t zones
- Path predictions to different zones
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Content Mgmt

- User content
- User registration details
- User profile
- Coupons/Offer
- Inventory
- Greetings



Performance of the Platform

- Code coverage >90%
- Duplication < 7%
- Extended logging across platform - 100%
- Versioning of APIs - 100%
- Automation coverage >90%
- Performance - 200+ TPS (with autoscaling)