



An End-to-End Digital Airport Solution

SkateBoard is a versatile digital platform for airports to provide passengers a friction-free travel experience. The platform also has an e-commerce facility for concessionaires to boost airport ancillary revenue within the airport terminal, the larger airport ecosystem, and citywide. The platform connects the physical and digital world to create a Phygital environment that connects the users of airport services to the service

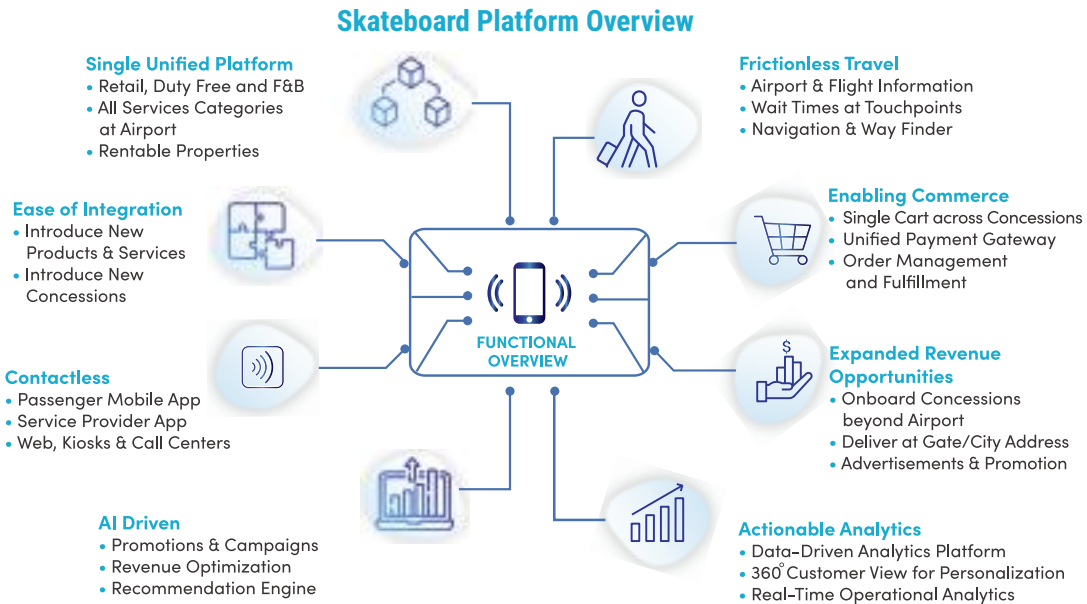
providers across retail, car park, and airport-affiliated properties, like hotels, convention and entertainment centers.

- Redefine traveller experience
- Increase 'leisure' dwell time
- Boost ancillary revenue

“ Digital is changing how we think, socialize, and behave. We are connecting the physical and digital world to create a Phygital environment that will provide passengers and visitors to our airport a unique interactive experience. We will offer a holistic 360-degree experience to users of the app while at the airport either as a traveler or as a visitor. ”



Kenneth R Guldbjerg, Chief Commercial Officer, Bengaluru International Airport Limited (BIAL)



A Car Park Demand Forecasting and Price Optimisation Solution

Acquire increased ability to respond to daily and seasonal car parking behaviour patterns without implementation delays caused by manual reading of spreadsheets. SmartLot Car Park Revenue Management System (CPRM) automates your analytics and upgrades revenue data management to make better forecasts and pricing decisions, faster. It can manage the daily customer mix for every car park, decide on charges for business users versus

families on vacation, set an attractive long-term price or incentivise pre-booking customers.

- Better Asset Utilization (space occupancy)
- Higher revenue (better yield)
- Length of stay management
- Ability to price and manage new products
- Demand reallocation

“ We went looking out for such a system. I knew for sure that a tool like SmartLot, which primarily is for demand forecasting and price optimisation, could well be extended for our scenario planning, to manage parking pricing during a spike or downturn,” says Ms Soderberg. “Also, an AI-analytics driven solution would more accurately forecast demand and pricing optimisation, then Excel which was being used. ”



Eva-lena Soderberg, Former Chief Parking - Price & Product, Parking & Entry, Swedavia AB



A Real-time POS Data Capture and Retail Analytics Solution

Optimise ancillary revenue with a real-time view of concessionaire POS sales transaction data. StoreSense is a one-of-a-kind solution that integrates data from multiple sources like POS, boarding pass and passport scanners, to enable sales data capture, and provide insightful analytics. It also enables the push of relevant promotional messages to passengers' smartphones.

Deployed as a device, it eliminates data-capture software roadblocks on the concessionaire POS.

- Drive retail revenue
- Implement <7 weeks
- Subscribe @US\$ 200 p.m. / POS\*

*\*Depending on the number of concessionaires on board*

“ It has been a wonderful experience working with the GrayMatter team. I have found them to be extremely professional and receptive to our needs. While their key credentials come in from airport domain expertise and a globally proven data analytics track record, I would also like to commend their work ethic and attitude. ”



Fabian Ramos, Former CTO, EL Dorado Airport












OUR CUSTOMERS

Product Portfolio


STORESENSE




SMARTLOT





SKATEBOARD






SCAN2BOARD

SKYEDGE



FA+

COREVITALS



Services Portfolio

Data Management | Data Lake and Data Warehouse | BI and Data Analytics | Data Science and AI







GrayMatter Software

GrayMatter Software is a respected digital, AI analytics, and data science partner to the travel and transportation, retail, manufacturing, and financial industry.

Its product portfolio includes Skateboard, StoreSense, SmartLot, CoreVitals, SkyEdge, Scan2Board, AA+ and FA+. Products that have been road-tested at one of the most complex business environments viz. global airports. Yet, flexible enough to adapt to rail/stations, malls and branded retail.

These technology solutions provide for an end-to-end digital ecosystem build-out; real-time visibility to POS

data and smart analytics to boost retail, F&B and services revenue; support car park revenue growth through accurate demand forecasting and optimized pricing; prime airport operations to higher levels of efficiencies; assist in airline route marketing; enable contactless document processing; Airport Data and Financial Analytics.

GrayMatter services offerings cover the gamut of Data Management, Data Lake and Data Warehousing, BI and Data Analytics, and Data Science and AI. For more information on GrayMatter Software visit [www.graymatter.co.in](http://www.graymatter.co.in)



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