PassKit

Making Micro-Moments Matter

The **proliferation of mobile devices** means that consumers can now take action to **address their needs immediately** and on the fly
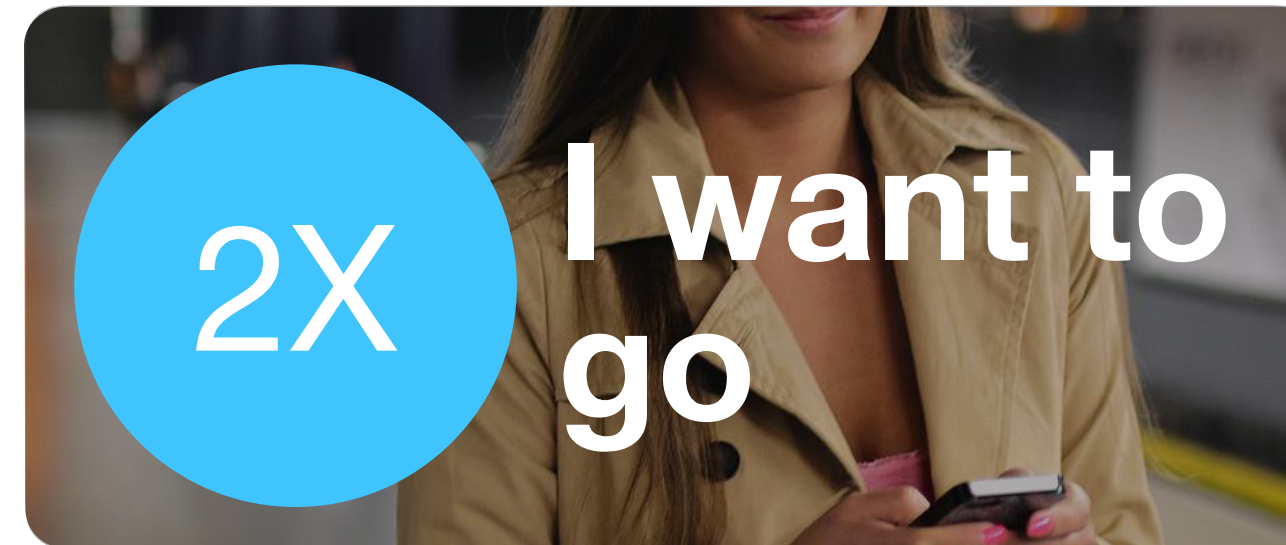
The Problem

Todays' battles for hearts, minds & dollars are won or lost in micro-moments

66% **I want to know**

of smartphone users turn to their phone to look up something they see or hear about

2X **I want to go**

increase in "near me" searches in the past year

251% **I want to buy**

growth in mobile wallet transactions in the past year

But enterprises are not connected to the latest channels

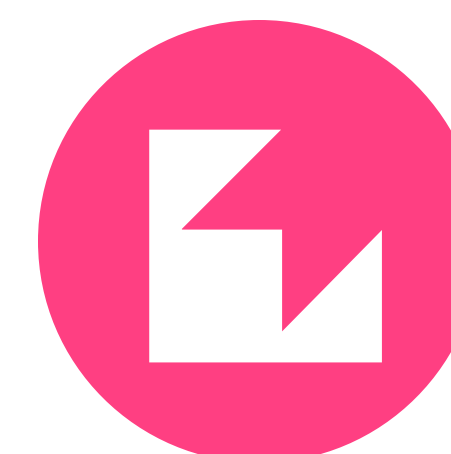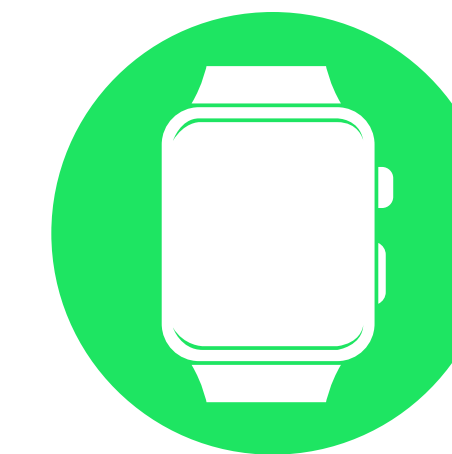Smartphones   QR codes   Social Platforms   Mobile Wallet   iBeacon   Eddystone   Connected Devices   Physical Web   Value Added Services

PassKit **connects** infrastructure CRM systems, loyalty management software, Point-of-Sale systems, and locations to the latest **consumer facing mobile platforms**
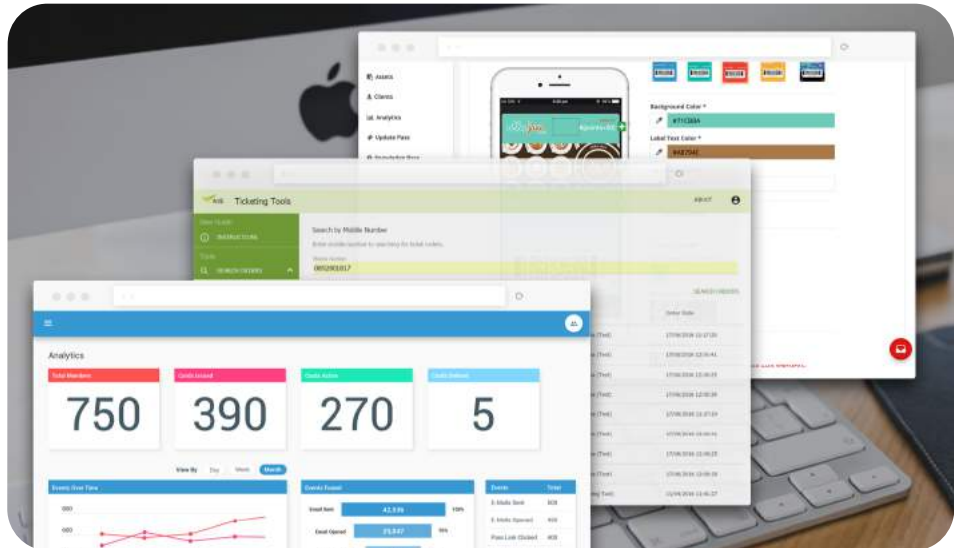
PassKit's proven, enterprise-grade infrastructure, enables businesses to instantly and continuously leverage all of the latest customer engagement technologies; making every micro-moment of the customer journey matter.

Our Kit

PassKit provides a comprehensive suite of products and services for establishing, configuring, optimising, and safeguarding the latest customer engagement technologies.

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    "templateName":"Test_Run",
    "updatedAt":"2016-06-17T07:08:53.627022014Z",

Web Based Apps

Browser based software with custom modules tailored to your business needs.

- Campaigns
- Location
- Loyalty
- Social
- mCommerce
- Insights
- Gamification
- Merchants
- Payments
- Members
- Ads
- Integration
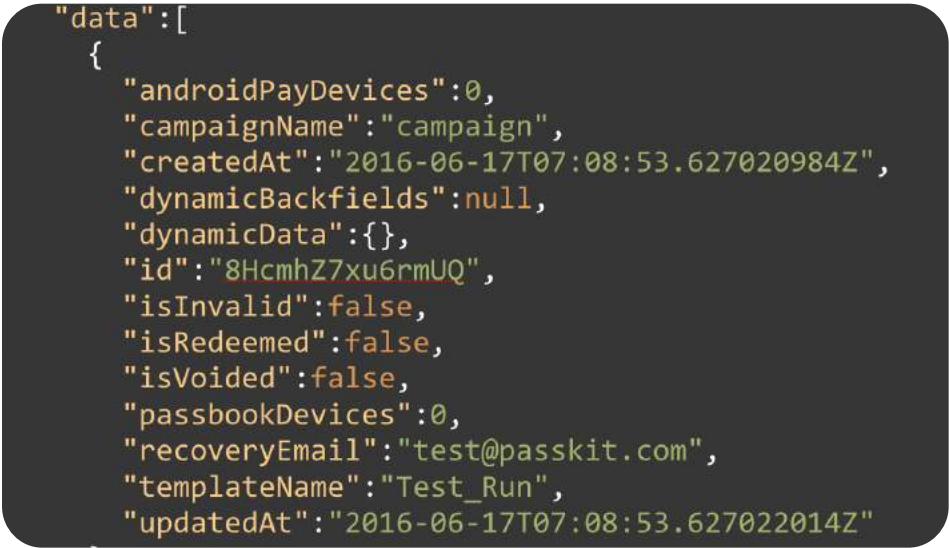
Infrastructure

Enterprise-grade, instantly scalable infrastructure.

Seamless integration via REST based API with proprietary and third party systems, (e.g. POS, CRM, apps).

SDKs available for all major languages and platforms (e.g. Java, PHP).

Hardware

Beacons: GemTot USB beacons that support iBeacon, Eddystone, and AltBeacon specifications.

Scanners: Scanning solutions for real-time redemption & validation at POS.

Services

Professional services for integration to third party systems, systems mapping, custom development, QA, implementation, training, and documentation for bespoke solutions.

Key differentiators.

- Globally recognised clients across multiple industry verticals.

- 20+ years leadership experience delivering results for multinational enterprises.

- World renowned experts in the latest customer engagement technologies: mobile wallet, payments, beacons, and big data.

- Extensive experience with systems integration: CRM/ERP/MRM/POS/PMS (Microsoft Dynamics, SAP, Matrix, Wincor, Oracle), device management and proprietary systems.

- Strategic partners including Apple, Google and Intel to maintain technology lead.

- Enterprise-grade, instantly scalable infrastructure.

- Speed to market with emphasis on quality.

- Innovation runs through our veins.

Select Clients

intel · Vodafone · IBM · SAMSUNG · Adobe · SAP · LEGO

Azul · Heathrow · ZURICH AIRPORT · CHATSWOOD CHASE SYDNEY · Jetstar · Lane Crawford

DFS · Heineken · Ballantine's · WE · DigitasLBi · Ogilvy · Google

MINDSHARE · jos · EPSILON · Pointpal · GO MOMENT · ORACLE · 7 ELEVEN

PEPSICO · Fisher & Paykel · Edinburgh Airport · UBER · ING

Central · Best Western · SUBWAY · Pernod Ricard · AEROFLOT · AIA · AIS

Clients in 37 countries across 6 continents. Powering solutions across multiple sectors including retail, F&B, entertainment, travel, hospitality, and insurance.

Story So Far & Future

Scalable Cloud Infrastructure

Push Message Servers

Mobile Wallet Services

Social Network Integrations

Beacon Management

Pay Value Added Services

Plug-ins and End to End Integration

Artificial Intelligence and Bots

Augmented Reality

2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018

Our mission is to accelerate the adoption and integration of the latest customer engagement technologies; enabling businesses to confidently move from dated sales practices to the new world of "me-tailing".

Get in Touch.

Contact us to integrate the latest customer engagement technologies into your business today.
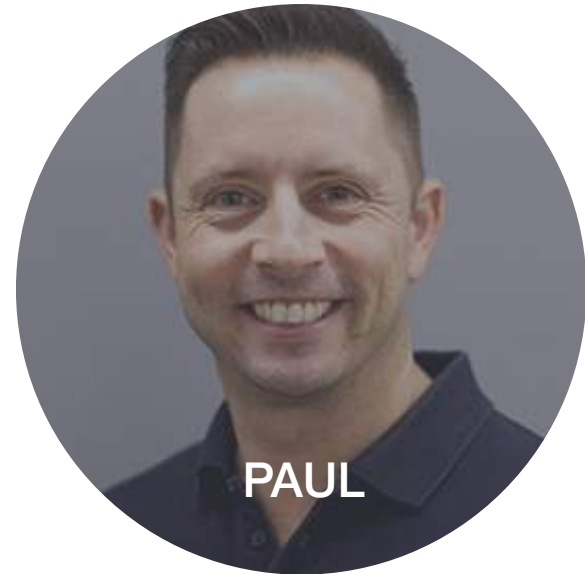
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