

# Affecto

*What happens when you put a **data analyst**,  
a **designer** and a **technologist**  
in the same room?*

**Magic.**



# Information > Insight > Action

We at Affecto create business value for our customers by combining information with insight.

We leverage the full data set surrounding organizations and our services range from information technologies to advanced digital business solutions.



**1000+**

Nordic Customers

**1000+**

Employees

Revenue 2014:

**123 MEUR**

**NASDAQ:AFE1V**

# EXPERTISE

## *ANALYTICS, BIG DATA & EIM*

- Business intelligence & data warehouse
- Master data management
- Advanced analytics
- Analytics as a Service
- Big Data and Cloud
- Cases and Documents

## *FUNCTIONAL & SOFTWARE SOLUTIONS*

- Enterprise software
- Energy pricing and invoicing
- Insurance end-to-end
- Medicine logistics
- Location Solutions
- Application Maintenance

## *DIGITAL CONSUMER*

- Service Design
- Mobile Development
- Customer Experience
- Algorithms
- Location Solutions
- Sensing Retail

## *SENSING THE PHYSICAL & IOT*

- Custom Development
- Algorithms
- Location Solutions
- Sensors and IoT
- Virtual & Augmented Reality
- Sensing Retail
- Mobile Development

## *MANAGED SERVICES*

- CFO Services
- Outsourcing Services
- Application Maintenance
- Analytics as a Service

## *Industries*

**BUSINESS TO CONSUMER**

**INDUSTRIAL & ENERGY**

**FINANCIAL SERVICES**

**PUBLIC TO CITIZEN**

# Public to Citizen – relevant references

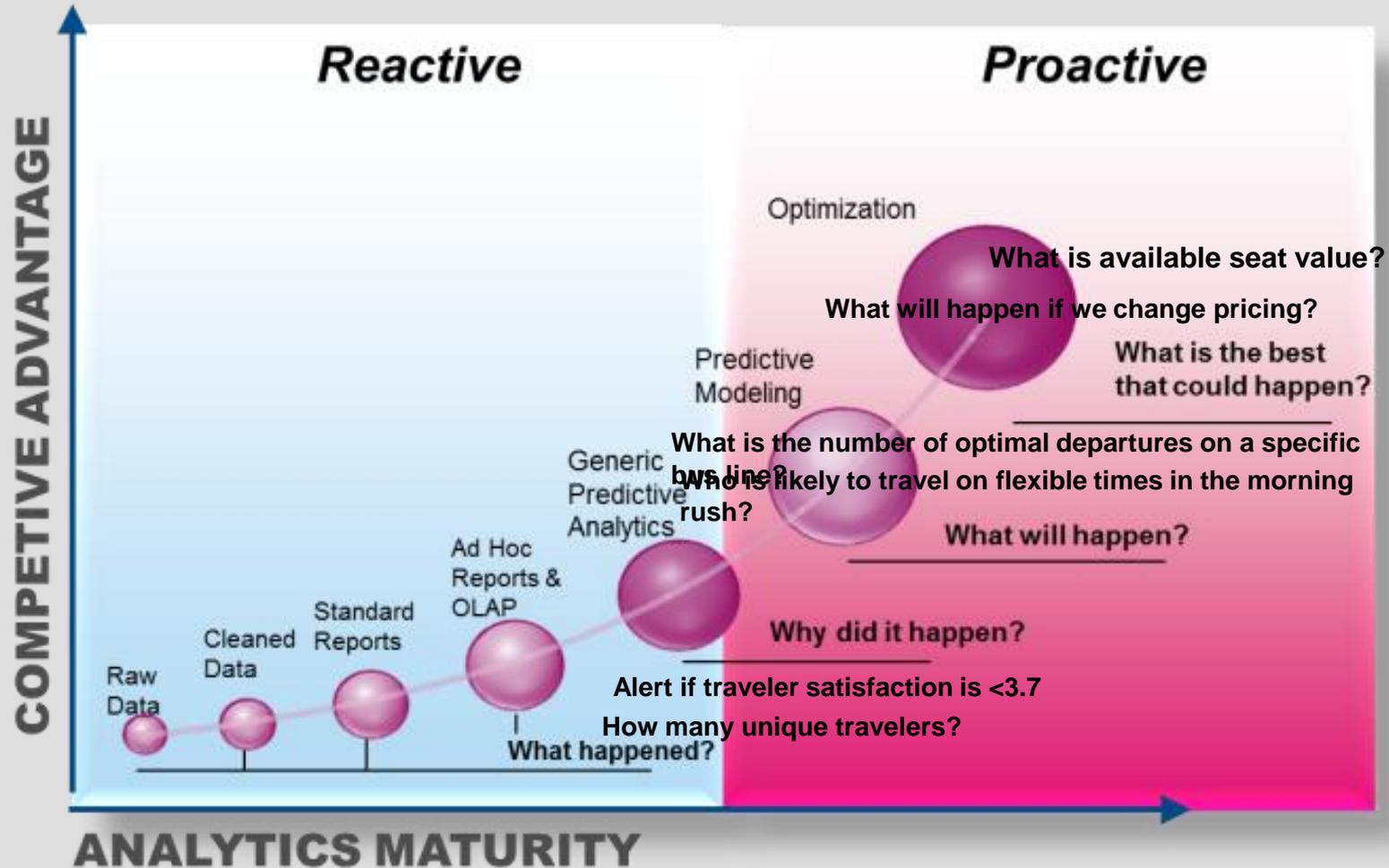


# To consider: Solutions and delivery models

Technology possibilities	Pros	Cons	Typical use	Example providers
Wifi	Notifications Multi purpose	Sleep mode disruption Technical considerations	Counting Tracking	 FourC
Beacon (bluetooth)	Low cost Low maintenance Precise Notifications	App on Smartphone	Locations Directions and routing Notification Tracking and counting	 Proximity providers (Unacast)
Dual bluetooth and Wifi sensors	Proven technology Anonymous Notifications Low maintenance		As above	 Consortium/Affecto
Video Analytics - Cameras		Technical considerations	Safety Counting	 IBM/Affecto
GSM	Potentially high penetration	Inconsistent probe rate Frequent recalibration	Shopping	
Thermal Imaging	Proven No maintenance Small sensors Long lifetime	Indoor only	Extension to Wifi and Bluetooth Wait time	
Laser	Proven	Expensive Limited life time Heavy and large	Que waiting	 iCount
RFID		Requires a chip	Boarding pass	 Texas Motorola
Near Field Communication		Less experience	Access control	

Precision & coverage  
Privacy  
Tracking  
Mobile integration  
Works with app  
Implement in speed  
Low cost  
Open standards

# Business value based on analytics maturity



# Utilize counting data as a customer information element



## CAPTURE TRAVELER HISTORY AND DELIVER INFORMATION AND SERVICES

- Traffic advice
- Next best travel plan



## PERSONALIZE PROACTIVE MARKETING, PROMOTIONS AND SERVICES

- Customer care program
- Ticket reminder
- Visual impaired assistance



## PROVIDE REAL-TIME UPDATES BEFORE, DURING AND AFTER JOURNEY

- Traffic information
- Travel information

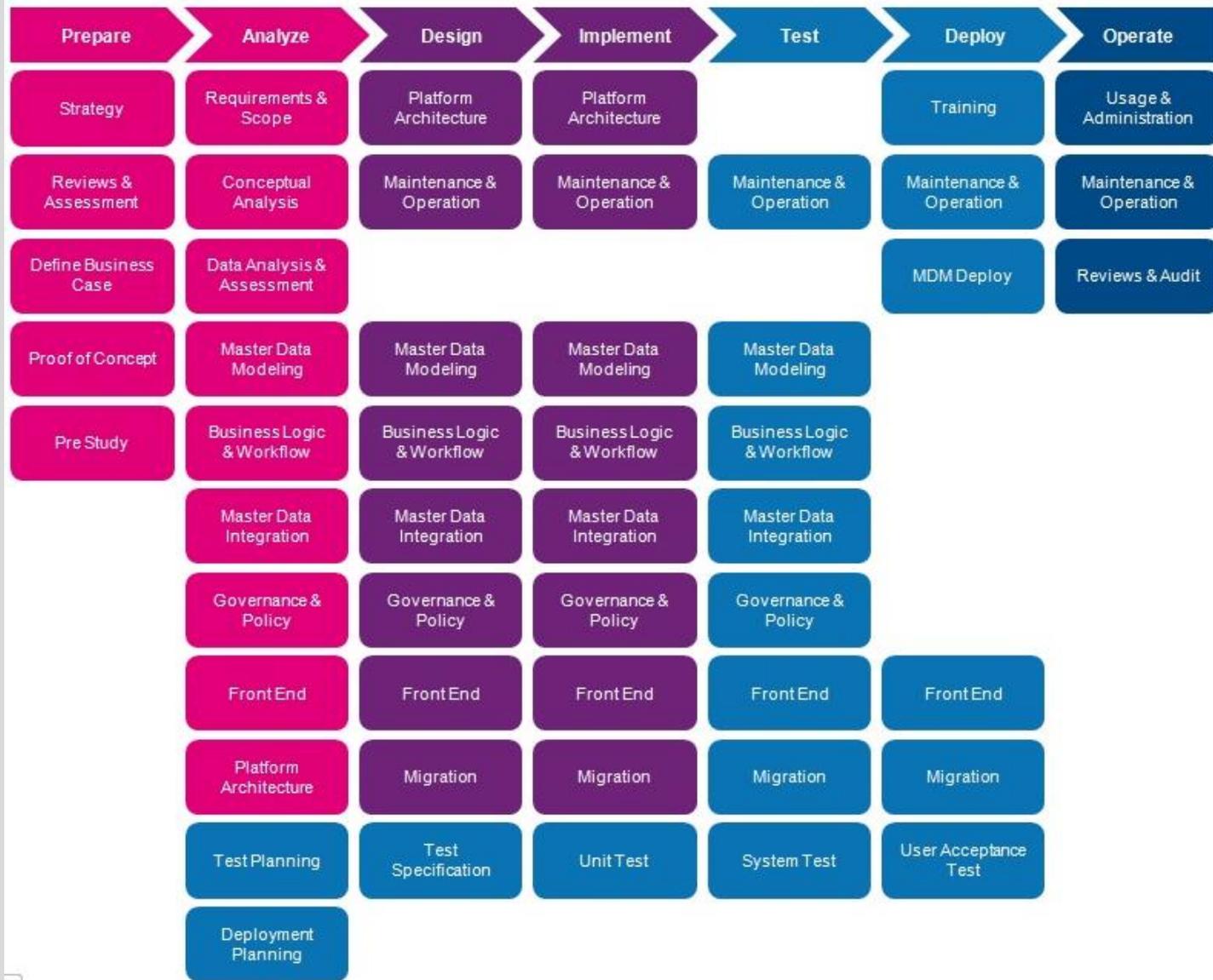


## DELIVER CONTINUOUS INFORMATION TO TRAVELERS

- Seat availability
- Temporary changes connected to stops where it is f ex construction and cable work

# How should Ruter move forward

## Affecto Quality Framework



Affecto

***Thank you!***

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