7th International Conference on

BIOSTATISTICS AND BIOINFORMATICS

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BIG DATA ANALYTICS & DATA MINING

September 26-27, 2018 | Chicago, USA

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Disrupting retail analysis with artificial intelligence powered advanced analytics

In recent years, the increasing importance of "big data" has also led to "big" expectations. Particularly with the introduction of the concept of the Internet of Things (IoT), each object is linked to the internet and with the continuous increase in mobile and digital applications and services, data has been gathered at a surprising rate from various sources. When used and evaluated correctly, data has become a crucial competitive weapon, so in the technology world, data is frequently expressed as "new gold" or "new oil". However, data does not represent a value by itself; "value" is formed as a result of processing data to solve a unique problem or fulfill a need. BonAir makes sense of big data by analyzing the data collected from customer visits, customer behaviors and customer profiles and uncovers the potential of big data and lead to provide competitive advantages for clients. With its unique technology, BonAir aims to perform the real-time behavior-based analysis. Based on their needs, customers can be directed at the right time to the right location with an 'optional' app integration as well. BonAir platform is being improved with the use of more advanced technology and better customer use cases. At the heart of the new platform lies the new hardware, which is recognized as an all-in-one device, that contains wi-fi sensors, beacon and several other sensor capabilities (such as heat, motion, pressure, etc) as well as camera integration. The camera will be used to count visitors with the best accuracy. Wi-fi sensors will provide all BonAir v1.0 capabilities including real-time heat maps, trend analysis, duration information, visit history, frequency and branch comparisons. Beacons will be used to send personalized notifications on iOS platform and in-door navigation use cases. Last, but not least, other sensors will be used to understand the effect of several factors and create predictive analytics. By getting insights into each different technology, BonAir + will be a major tool to be used in management decisions and business analytics. BonAir solution is currently the widest wi-fi based analytics network in several countries with more than 5.000 sensors deployed in the field. Some of the clients include Benetton, BMW, Volvo, Mercedes, Turkcell, Turk Telekom etc.

Biography

Ergi Sener, who is indicated as one of the 20 Turkish people to be followed in the field of technology, received a BS in Microelectronics Engineering in 2005 and double MS in Telecommunications & Management in 2007 from Sabanci University. He is pursuing a PHD degree in Technology Management & Innovation. He began his career as the co-founder and business development director of New Tone Technology Solutions in 2007 with the partnership of Sabancı University's Venture Program. Between 2009 and 2013, he worked as a CRM specialist at Garanti Payment Systems. In 2013, he joined MasterCard as a business development and innovation manager. He was also one of the co-founders and the managing director of Metamorfoz ICT, a new generation Fintech company and Bonbon Tech, the leader IoT focused new generation analytics company. He is currently acting as the Executive Board Member & CDO of a Dutch-based incubation center IdeaFiedl BV. During his career, along with many others he received "Global Telecoms Business Innovation Award" in 2014, "MasterCard Europe President's Award for Innovation" in 2013, "Payment System of the Year Award" by Payment Systems Magazine in 2012 and "Best Mobile Transaction Solution Award" by SIMagine in 2011.

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