



Cybercom Poland - Driven by sense  
*Shop Assistant*



**Local presence Global reach**



# Local presence Global reach

Company presentation

## Cybercom Sweden West

Gothenburg, Huskvarna, Linköping

## Cybercom Sweden East

Stockholm, Linköping, Sundsvall,  
Östersund

## Cybercom Poland

Warsaw, Lodz

## Cybercom Finland

Tampere, Helsinki, Turku, Hyvinkää,  
Rauma

## Cybercom Sweden South

Malmö, Karlskrona, Lund

## Cybercom in Estonia

Tartu

## Cybercom Denmark

Copenhagen

## Cybercom in Romania

Cluj Napoca

## Cybercom MEA

Dubai

## JVC Cybercom Datamatics

Mumbai

## Cybercom in China

Beijing, Chengdu

## Cybercom Singapore

Singapore

## Our customers:



## ■ Cybercom Poland is active in following business segments:

- Operators and Networks (R&D, M&S, integration, testing)
  - Mobile solutions
  - Business solutions
  - Portals
- ## ■ Experienced staff:
- ~90 staff, all MSc in Telecom, Computer Science or Electronics
  - Offices in Warsaw and Lodz
- ## ■ Specialization:
- Consulting projects
  - Outsourcing
  - New products development

„For all of the conveniences of online shopping -- no crowds, easy parking, seemingly endless choices -- it can't always compete with the real thing. At least not yet”

„A Kansas State University marketing professor said consumers can expect that some of the disadvantages of online shopping will disappear as retailers adapt models from Second Life”

## What is important in marketing ?

- Shopping patterns
- Customer segmentation
- Customer retention - Loyalty programmes
- Ease of shopping – fast, convenient and fun !

## Why mobile ?

- We always have our phone with us
- We are more incline to accept some promotions material
- Gateway to other systems

- We spend much time on shopping
- We want to see and try the product before we buy it



When shopping we care about:

- Convenience and Reliability - we want easier and faster way to prepare for shopping
- Cost Control - before we start shopping, we would like to know the total cost of it
- Customised Offerings – we want our shop to tailor offering for us
- Efficiency and Time Control - Sometimes we need to spend much time on searching the shop before we find the product
- Easy Loyalty and Payment method



# Shopping with Shop Assistant

Company presentation

- Creating a shopping list using Web interface.
- Sending list to the mobile phone.
- Connecting mobile phone to the store information system



# Shopping with Shop Assistant

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- Customized promotions displayed on the screen corresponding to customer profile.
- Mobile application shows a suggested route with current promotions.
- Easy to manage shopping list



# Shopping with Shop Assistant

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- Bar Code Scanning : cross out a product on a shopping list or check a price

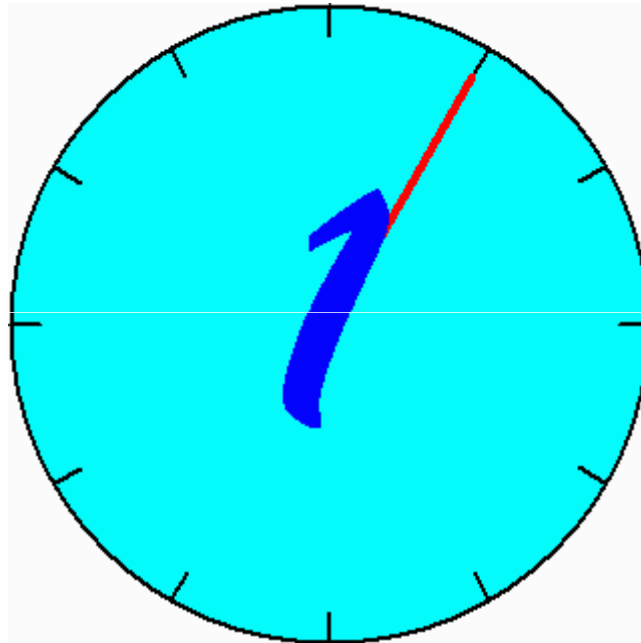


- Loyalty Card and Easy Payment method



# Virtual Shopping

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