# A German utility company is looking for an IT or ICT company or start-up for the collection and transmission of customer data

- SCHEDA

- APPROFONDIMENTI

*Identificativo proposta:TRDE20200703001* **RICHIEDI MAGGIORI INFORMAZIONI**

A German utility company from North Rhine-Westphalia is looking for a company or start-up for the award of a service agreement to implement a project to collect customer and visitor data in shops and to transfer the data via LoRaWAN (Long Range Wide Area Network). In addition to the collection of customer data for corona purposes, conclusions regarding marketing and personnel deployment may also be made.

A German utility company is looking for a company or Startup as service provider for the purpose of implementing a project to collect customer data. Not least because of the current situation, the registration of customers and visitors in shops is important. Counting the number of people in a given area is not only useful for keeping to the Covid-19-related limits. Further applications are for marketing purposes, to optimize personnel deployment, energy use and the regulation of energy technology systems such as air conditioning. In order to keep any customers' limits, the recording must be accurate and work in real time. The data must also be fed back to the store in real time – for example via an app or a configurable „visitor traffic light". The data should also be available external, e.g. for further real-time analysis or marketing. The challenge is to develop a system for recording visitors in stores and to enable data transfer via LoRaWAN.Transfering the data via LoRaWAN (Long Range Wide Area Network) creates flexibility for system deployment regardless of location. IMPORTANT: This technology request refers to an innovation challenge for start-up companies published on an open internet platform that was issued by a city in North Rhine-Westphalia. If a start-up expresses interest before the closing date of 15 August, it will be guided towards this open innovation platform. The start-up company takes part in the challenge with his application. If it is selected, it will be invited to a digital week (7-11 September 2020) with workshops, pitches and work elements together with this company as well as with training on the German market and entry to the regional ecosystem. All submissions will get feedback by the company on this open platform. The challenge closes on August 15, 2020. Mind that posts on this platform are not confidential. Beside open discussions on the platform, sharing of confidential information will be made possible on demand. After that, the company will nominate the start-ups with whom they would like to cooperate in the development of a solution.

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