



GRAYCELL TECHNOLOGIES

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Beonic Technologies

Background

Beonic Technologies is a renowned data-driven solutions provided for various industries including retail, merchants, FMCG, shopping centres, public facilities, sports events / stadiums, airports, casinos. They provide industry-leading solutions for population counting, employee management system for field drivers, and virtual malls experience for users with BLE support to improve business operations and performance using data-driven reporting and matrix.

Solution

GCT is one of the preferred vendor partners of the client and the GCT team provides dedicated virtual resources to maintain enhance and upgrade the various technical solutions as per the requirements. Some of the work done by the GCT Team includes:

1. Daily enhancements /customization in the data- driven digital solutions according to the customer requirements.
2. Development of new digital solutions taking the client ideas and strategies based on key intelligence and sound research; interpreting insights and translating these into an innovative digital solution. Client has active solutions like virtual reality model, Wi-Fi sensor controlled IOT system, population count tracking system for public area and business markets.
3. Worked on Digital Marketing of the portal as per the latest market trends globally reaching to the top ranks in the target industry.
4. Working on advancing Reporting analytics for customer to experience real time and wide variety of graphical reporting matrixes to provide business efficiency and sales conversions.

Results

1. Through the virtual support, client is expanding its product range and customer bases, and they can now focus more efficiently on marketing the solutions to reach the customer touch-points and expectation.
2. The client has brought a wide range of new products to the market leveraging the technical competencies of the GCT Team.



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