

I3 Systems Use Case

Retail/Hospitality Communities

Current Operations: Retail and hospitality companies have long understood the importance of information in their efforts to create a more complete and fulfilling customer experience. Individual establishments have had a tremendous impact in building a more complete understanding of the important role that information plays in creating a successful consumer business that is able to prosper in good time and to overcome stressful periods of time that are typical in such industries.

Issues: The information collected by a retail/hospitality concern remains locked in information silos. However, these establishments are foundational elements of their local community and the fortune of the individual company rises and falls with the local community. If the local establishments within a community were able to work collaboratively and share information related to the community, the consumer experience within those communities would improve drawing more consumers to the area. More consumers create more revenue and prosperity for all. These information-driven collaboratives will form the basis for next-generation business development programs run by local governments and non-profit agencies.

Solution: The i3 System was designed and developed to create information networks. In contrast to data networks which provide end-to-end digital connectivity, information networks are able to take in information from many disparate sources and deliver that information to destinations in need of information for their continued operation. A key element in such information networks is the requirement that information owners be given the ability to have oversight and control over who and how their data is used. In a true collaborative environment, parties involved in the collaboration are treated as peers when one party does not have control over the other collaborative members. In an information-driven world, this means that a single entity does not have the ability to control or mask the information distribution policies that impact the other collaborative members.

Benefit: Local businesses often work together on collective marketing programs, to express common positions to local political leaders, and to create programs of common interest in an effort to make local shopping districts more prosperous for the local business community and to better serve their customers. As the world shifts to become increasingly driven by information, it makes sense that these community-supportive organizations expand their efforts to use information for the collective good. To date, such efforts have largely focused on historical data stored in data files, however, the benefits of being able to exchange information in real-time cannot be denied. Real-time information could inform the local business community of immediate shifts in the composition of local consumers allowing the merchants to tailor their marketing activities to the current shopper climate.

Status: i3 Systems is working with Smart City Labs, an organization dedicated to bringing new technologies to community-focused business groups in order to improve the local shopping experiences in targeted business districts. Business focused organizations, like Smart City Labs, have long existed to create marketing programs, provide a common front for dealing with city officials, and to collaboratively work to increase economic activity in targeted areas. i3 Systems has taken that concept to the next-level by creating the tools needed to build an information-centric infrastructure that allows these collaborative business entities to step into the information age.