ALICE

PROJECT

The democratizer app of augmented reality

GET IT ON APP STORE

GET IT ON PLAY STORE

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WHAT IS ALICE?

WHAT IS ALICE?

Alice is a commercial app tool which uses the augmented reality technology in order to visualize the products in the real world, powering the commerzialitation process and improving the sale process.

TECHNOLOGICAL DEMOCRATIZATION

Making augmented reality a handy tool.

OPTIMIZING YOUR SALES

Powering the commercial task through a new way of communicating with your clients.

SELF-MANAGEMENT PLATFORM

Cutting cost avoiding intermediate specialists thanks to a self-management platform.

CUSTOMIZABLE TOOL

Offering a tool which meets your needs, totally customizable.

The aim of Alice is **the democratization of Augmented Reality as a commercial tool**. Any business from small companies to big well know brands will access this technology without investing in a customized development.

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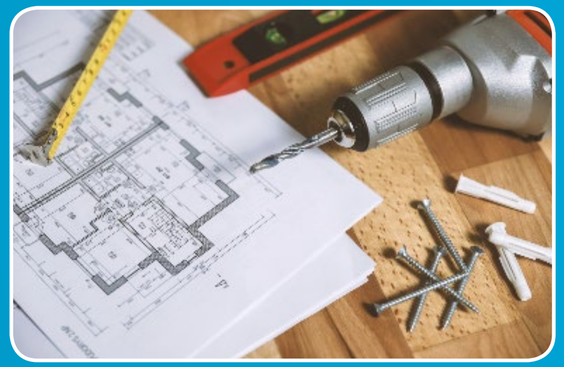
RETAIL SECTOR

RETAIL SECTOR

The **retail trade** is the process of selling products and services to customers through different distribution channels with the aim to obtain benefits.

Why you have to incoporate Alice in your company?

BRAND/MANUFACTURES



ENGINEERING, CONSTRUCTION, MANUFACTURING AND ASSEMBLING COMPANIES

RETAILERS

E-COMMERCE

RETAIL SECTOR
BRAND/MANUFACTURER

Use the wow effect! Transform implementations in a unique and unforgettable experience.

Save costs! Design your advertising strategy at the point of sale precisely. Your GPV will be able to visualise the costs of every implantation in real time.

Speeds up times! Capture the images about the future implantation and send them to your customer, he will be able to analyse the proposal after the meeting.

Forget about renders! Visualize in real space! Allow to retailers to know the final result of a brand implantation before its realisation.

Don't lose information along the way! Improve the communication of the channels involved. Minimalize the problems that may appear during an implantation between the manufacturer and the distributor, or between the distributor and the customer. Solve them quickly and effectively, without make the quality, the brand image or the service worse.

Start the implantation from minute 0!
Send them to the ERP of your furniture supplier.

RETAIL SECTOR

ENGINEERING, CONSTRUCTION, MANUFACTURING AND ASSEMBLING COMPANIES

Use the wow effect! Transform the furniture installation for restaurants, hotels and coffee shops in a unique experience..

Save costs, forget about prototypes! Your engineering and concept department will be able to visualise and analyse a piece of furniture in a 1:1 scale even before its manufacture.

Save time! Allow your commercials and your customers to manage the orders by connecting Alice with your ERP.

Forget about renders! Forget about transporting samples to present to a client! Show your PLV catalogue, as well as implantation and furniture solutions for establishments from only one device and with only a click.

Shorten the sales funnel! Capture images of the future implementation and send them to your customer. He will be able to analyse the proposal after the meeting.

Don’t take risks! Use Alice like a tool for audits of the new implementations in restaurants, hotels, coffee shops... thanks to a 1:1 scale.

RETAIL SECTOR

RETAILERS

Don’t lose customers! Show your products even if they are not in stock. Allow your customer to do the order at the moment by connecting Alice with your ERP.

Family and friends are very important in decision making! TYour customer will be able to download your catalogue and to visualise your products. The shopping experience extends from the store to the customer’s house.

Create loyal customers! Transform the purchase in a unique experience.

Don’t take risks! Visualise the implementations of your furniture supplier before they are made.

RETAIL SECTOR
E-COMMERCE

¡Cross-selling with Augmented Reality! ECustomers will be able to see the products they select and similar products recommendations.

Save time! Allow your commercials and your customers to manage the orders by connecting Alice with your ERP.

Generate more leads! Offer the possibility of consulting and consolidating the customer's purchase process by sharing with friends and family the products.

Differentiate yourself from the competition! Transform the purchase into an experience.

Delate barriers with the customer! Increase your sales! During the purchase process consumers are more likely to have too many insecurities which are increased specially when they can't see the products in a real space before buying them. So, it is very helpful to the customers to visualise the products in the available space. Alice reduce the customer's uncertainty during the purchase process and increase conversions.

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HOW TO START?

HOW TO START?

1. 3D MODELING OF THE PRODUCTS

You have to make a 3D model of the products that you want to include in the app.

We can take care of everything but, if you already have 3D models **you will be able to do it yourself**, or we will give you the necessary instructions to make it.

2. CREATION OF AN ACCOUNT

We will create your company profile for you to access the app and the self-management platform. Once you have it you will be able to upload your 3D models.

3. CUSTOMIZATION

Once you have created the catalogue you can start to transform Alice into an app that reflects you corporate identity.

You will have **a tool completely adapted** to your business requirements!

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ALICE IMPLEMENTATION

ALICE IMPLEMENTATION

FOR SALES FORCE

BENEFITS FOR YOUR TEAM

- Show your products in an especific ambient context facilitating B2B sales
- Increase sales
- Gather your catalogue in only one device
- Show yout products wherever and whenever you want
- Make your order management easier connecting Alice with your ERP
- Save on time and product development cots
- Use this tool without needing Internet connection
- Improve the internal communications

FOR E-COMMERCE

COMPANY BENEFITS

- Offer the customer the oportunity to see the products inside his reality
- Increase sales
- Improve virtually your showroom
- A new channel you can offer for promotions, increasing the interaction with your brand

CUSTOMER BENEFITS

- Reduces the customer uncertainty in the purchase process
- It is a source of inspiration for the consumer
- Posibility to consult and share the purchasing process with friends
- Transform purchases in an experience

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ESTIMATION

ESTIMATION
FOR SALES FORCE

Access

Every sales agent will have an account with his own login name and password, both will be linked to the company catalogue that could be customized.

BASIC

1-10 Licenses

Without permancy
100 €/user/per month

One-time payment
85 €/user/per month

PLUS

10-50 Licenses

Without permancy
90 €/user/per month

One-time payment
75 €/user/per month

PRO

50-100 Licenses

Without permancy
80 €/user/per month

One-time payment
50 €/user/per month

ENTERPRISE

+100 Licenses

Do you need an extra functionality that you haven't seen?

Contact with us and we will make a customized plan for your company

* IVA not included * 20GB extendable * Unlimited Visualizations * Private catalogue * Online & Offline access * Icons & interfaz customization

ESTIMATION
FOR E-COMMERCE

Immediate integration

Consumers will be able to acces from a web site button or through a QR code.

MONTHLY VIEWS	MONTHLY VIEWS
500	
1.000	190 €
2.000	360 €
3.000	480 €
4.000	520 €
5.000	
10.000	600 €
20.000	800 €

VIEWS

Every openning of a 3D model will count as a view.

* IVA not included * 20GB extendable * Limited Visualizations * Public catalogue * Online access * Icons & interfaz customization

ALICE
PROJECT

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