



SHOPPING MALLS UPGRADE COMMUNICATIONS FOR A BETTER VISITOR EXPERIENCE - TASSTA SOLUTIONS FIT THEIR SIZEABLE REQUIREMENTS

SITUATION

Shopping Malls are destinations made for everyone – tourists, kids, adults, adolescents and everyone who likes to stroll around, grab a coffee or buy new clothes. They typically include restaurants and attractions, including indoor theme parks and other interesting places to visit. Despite the increase in online shopping, millions of visitors pass through mall doors each year and thousands of employees work daily to provide an ideal shopping experience to the visitors. Many of these malls are so large, they can be compared to a municipality in terms of operational staff and complexity – departments are normally in constant movement, from security and engineering to housekeeping and grounds keeping, and they all must communicate with each other in an effective and efficient way.

Another top priority is the safety of visitors and staff. Retail customers like supermarkets, shopping malls or shopping centers, or any retail center that is seeking to undertake an important upgrade in their communication network, will find TASSTA's solution has a number of features to strengthen workplace safety and security.



MARKET CHALLENGES

In large and busy shopping centers, it is essential to have permanent, effective and reliable communication between the security staff, the store managers and the housekeeping personnel with the management team. Previously, teams relied on individual communication between users which took time and was inefficient. When something needed specific attention, fixing took more time than necessary. In many occasions, calls were unsuccessful, and valuable time was lost in finding a way to overcome the critical situation or emergency.

TASSTA's group communication via its Push-to-Talk (PTT) feature allows instantaneous communication

SOLUTION

TASSTA's T.Flex and T.Rodon are client applications that deliver advanced communication capabilities to allow all users to instantly communicate via Push-to-Talk (PTT) across different groups and organizations. It is also extremely useful for the security staff by providing an emergency alerting system in case of an incident. At its simplest, T.Flex can be integrated to any smartphone and configured individually. When an "Emergency" button is pushed, the device will send an alert to the security department running the T.Flex on either another smartphone or a computer. This ensures that any personnel with the application now has emergency alerting capabilities, avoiding the need to provide single-purpose radios or other devices to users.

T.Flex has a number of different options that can be configured to provide more advanced communication capabilities. Using the sensors within the phones, different types of alerts can be sent when the security staff needs it; GPS- and Indoor Localization can transmit the exact location of all connected devices; Audio Feeds can be enabled from any device that wants to send a fast report of a specific situation. T.Flex uses the immense computing and sensor functions present in today's devices to deliver advanced communication features and security services. The Geofencing function allows the security staff to control routes that need to be guarded. In different words, this feature makes it easier to perform safety tours all around the shopping centers and complete predefined routes with a simple QR Code or NFC chip scanning.

Parking garages are another aspect of Retail that provide their own security issues. TASSTA's LWP – TASSTA's Lone Worker Protection Alarming Solution, and Indoor Localization are essential tools to maintain security around the public parking areas of shopping malls or any other retail center. The LWP feature

amongst all relevant parties. This is critical for the ability of retail staff to stay in constant contact with each other for operation and security purposes.



ensures that users connected to the network, usually the mall's security staff, will be monitored in case of any incident or emergency. If there is an incident, the TASSTA's LWP feature will automatically notify dispatch and retail security.

The T.Rodon application provides additional capabilities. In conjunction with the T.Flex client, it is a full-featured dispatch, command and control center. It can transmit Push-to-Talk (PTT) messages and data to individual users, create and track tasks, provide voice recording, monitoring GPS and manage all user activity in the mall.

Staff and shoppers' safety is a top-priority of shopping malls of all sizes. These centers have unique challenges that require certain security solutions, but ones that are simple to implement and cost-effective. TASSTA's T.Flex and T.Rodon leverage the mall's investment in Wi-Fi and hardware devices to provide an over-the-top application that suits the needs of a number of different groups within the facility.

TASSTA's T.Flex and T.Rodon are ideal for the unique and challenging communication needs of shopping malls. Utilizing standard, off-the-shelf Android or iOS mobile or fixed devices – TASSTA turns your smartphone into a virtual radio. This follows the regular radio behaviour and provides a large and highly developed amount of communication and emergency features which can be configured easily.

TASSTA's solution can be as simple as using the PTT feature in stores between sales staff to improve customer service to a more complicated deployment that involves enabling advanced emergency and location features, all helping to make the mall a safer place for visitors and staff.