Ubiq chooses TAS Group to unlock huge data potential of the innovative **ti frutta** app.

TAS Group to implement Ubiq's Business Intelligence platform – based on Oracle Big Data Appliance and Oracle BI – to optimize marketing strategies, customer care and business development of Ti Frutta.

Ti Frutta: the app that lets you earn while shopping

Ubiq (SIA Group), the innovative startup designing digital marketing and data mining solutions for Italian brands, is disrupting B2C loyalty marketing with Ti Frutta, the app for consumers to earn while they shop.

In little over a year since launching, Ti Frutta brings primary consumer goods brands together in one unique mobile app bringing more than 40 Italian and International Brands selling in hypermarkets and supermarkets throughout Italy. Every product promoted in the app pages generates a cashback reward that the consumer can collect once they buy the product. After completing the free registration, the consumer simply takes a photo of the purchase receipt and submits it through the app. The earned amount is automatically calculated and credited to their Ti Frutta account.

"The Italian paper coupon market amounts to around 70 million euros a year. In the last year, brand industries have shown an increasing focus on digital coupons, which have shown a higher response rate compared to paper (35% vs. 13%, respectively). Ti Frutta is the first to enter this business sector, unrivalled when it comes to the automation level achieved. Our goal is to implement a solution focused on digital consumers specifically those who like apps, virtual wallets and mobile payments and are interested in personalized offers, while addressing the large cosumer goods brands seeking new touchpoints and models to create customer loyalty."

– Davide Mari (CTO Ubiq srl)

Ti Frutta uses a proprietary and patented software, based on a unique recognition technology of data contained in the "speaking" receipts obtained at retailers checkouts. The service, launched in Milan, Modena, Rome in 2015, has been extended at end of 2016 to the whole nation.

After 7 months of roll-out subscribed users are above 80.000, with over 800.000 managed receipts generating a cash-back redemption for consumers of over 750.000 euro.
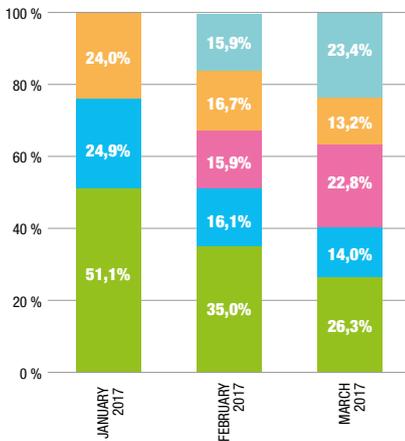
Ubiq selects TAS Group to unlock the huge potential of Ti Frutta's consumer behavior data

The project has addressed the dual needs of:

1. Adopting a data mining and business intelligence platform to better align and strengthen Ubiq's market development efforts for both retaining current customers and identifying new prospects to enroll in the Ti Frutta community;

2. Extending the newly developed analytic and predictive tools to become an essential asset for the customer companies of Ti Frutta as a value-added services proposition to further empower their brand marketing strategies.
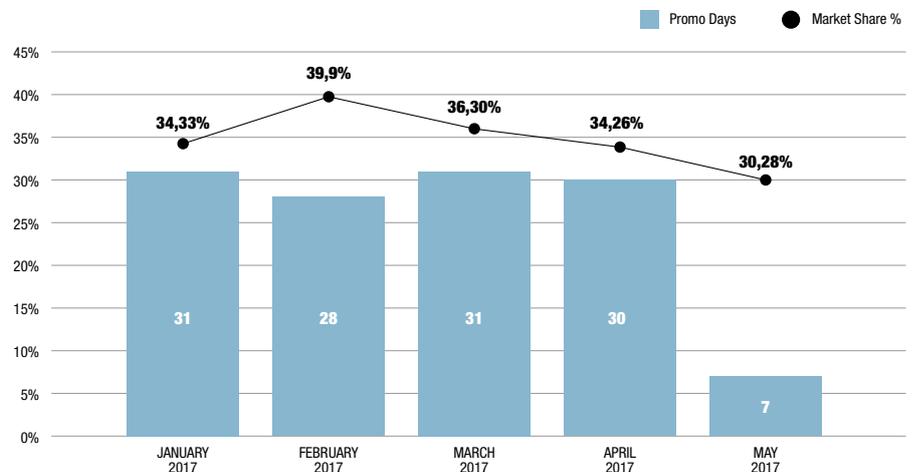
Ubiq based their partner selection mainly on two key elements:

1. A technology infrastructure representing a benchmark in the market for big data and analytics: **Oracle Big Data Appliance technology** and **Oracle BI**. Both form a complete (hardware + software) platform allowing optimized access to the entire data asset to facilitate the identification of new information. Performing real-time data views, the platform maintains all data safely in a well organized and available manner, combining relational and non relational tecnologies into one architecture;

2. TAS Group brings 20+ years of experience in the business processes covered by the project and a strong customer portfolio in the Value Added Services market segment to the partnership. Additionally, **TAS Group's history of partnership with Oracle** both on technology and on applications, reinforced this collaboration decision.

↑ Brand Cash-Back accrued / Sponsor category (%)

Brand Analysis →

(Extraction, Transformation, Loading).

In DWH environments where the natural tendency is to accumulate increasingly large volumes of information over time, and where management of data structures is likely to become increasingly difficult, a winning key was the adoption of techniques enabled by the Oracle appliance suitable to govern back-end processes in terms of data volumes, linear response, scalability and management of the allocated spaces. At the front-end level, TAS Group has worked on reporting and analysis tools provided by Oracle BI, developing a solution that enables Ubiq users to take advantage of the business intelligence concepts to obtain detailed information on all aspects of the Ti Frutta app performance. The implemented reporting system provides a thorough analysis of all relevant KPIS, such as: performance of the app, brand and products, promotions and offers, clients' cash-back, point of sales and purchasing regions.

All new business intelligence and data mining tools strategically implemented support the marketing processes of Ubiq as well as their customer care and business development efforts. However, this is not limited to Ti Frutta. It also extends to the app's sponsors and the customer brands. These tools represent real growth drivers for attracting other big brands into the community..

The originality of the business model of Ti Frutta and the innovativeness of the selected Big Data platform constituted a natural melting recipe with TAS Group's competence, always oriented toward innovation and firmly related to Oracle."

– Giuseppe Franzini (Extended Enterprise Director, TAS Group)

An intelligent solution to handle massive data sets

For their reporting system, Ubiq already used a system based on the extraction of significant and complex amount of information from a Data Warehouse (DWH), implemented using several third parties' solutions applied to the analysis of **Ti Frutta**'s data.

TAS Group initially stepped in at the DWH level, evolving the existing solution to create a more efficient and well-balanced management of the massive data sets, complex structures and important growth factors. This solution, combined with a more efficient loading of data and the technological evolution of the Ubiq platform, has allowed them to significantly improve the performance of ETL processes

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Major benefits achieved

1. Availability of precise and well-structured information facilitating advanced analytics

2. New views on data designed to inspire new products and revenues

3. Highly improved productivity of analytics activities due to level of automation obtained by the solution

4. Data mining: predictive analysis made possible, essential to honing marketing strategies and campaigns of retailers

TAS Group delivers software solutions for electronic money, payment systems, capital markets and ERP. Our offices span 7 countries but our secure solutions manage financial transactions worldwide. We strive to simplify the way private enterprise, public sector, commercial and central banks interact with their customers, stakeholders and technology systems. Our highly experienced team of business analysts and software engineers are focused on rethinking, reimagining and revolutionizing commercial business processes for digital and mobile integration.

As an Orcale Gold Partner, TAS Group's ERP Business Unit has been specializing over the last 4 years primarily on Oracle's applications. We support customers in a professional and innovative way by implementing tailored and state of the art projects addressing core enterprise processes, and improving both business and technical efficiency.

www.tasgroup.eu

Case History - UBIQ Ti Frutta
TAS Group | 2017