



Bringing Online and Offline Stores Together with Innovative Marketing

Dalian Wanda Commercial Properties

Size: 62,000 employees

Location: Beijing, China

Industry: Property investment and operations



Challenge:

- Boost sales in physical stores to compete with e-commerce
- Increase sales of commercial spaces by offering stores advanced features and support
- Drive innovative new marketing and merchandising models

Solution:

- Deployed Cisco® access points throughout Wanda Plaza developments for full wireless coverage
- Used Cisco Connected Mobile Experience (CMX) solutions to gain detailed location data about customers
- Analyzed location data to discover insights into customer behaviors and preferences for more intelligent marketing

Founded in 1988, Wanda Group is one of the largest conglomerates in China with an annual revenue of more than 290 billion yuan. Overseeing the group's key commercial properties business is Wanda Commercial Properties, one of the world's largest commercial real estate companies. Wanda Commercial Properties is well known for its Wanda Plaza concept, which integrates retail, leisure, and residential areas in a single complex in the heart of China's biggest cities. There are currently 109 Wanda Plaza developments across China that together represent the second largest property by area in the world.

Over 10 years, Wanda Plaza developments have evolved from a single store to multiple stores to a full-fledged city complex. At the same time, the rapid development of mobile Internet and the wide availability of smartphones and other mobile devices has fueled the growth of e-commerce.

As online stores attract more customers, traditional brick-and-mortar stores have seen a significant decline in revenue. What these offline stores desperately need is an understanding of how to use new technologies to transform information about people's behaviors, locations, and shopping preferences into data. By analyzing this data, stores can explore new business models and drive offline consumer behavior.

Connecting online and offline commerce

To fuel growth in its complex Wanda Plaza developments, Wanda Commercial Properties has become a strong proponent of online to offline (O2O) practices that connect e-commerce platforms with offline stores. Wanda started trials for the Wanda Intelligent Plaza O2O project with a goal of combining mobile Internet, O2O, big data, cloud computing, cloud payment, Internet marketing, and various other technologies in one business solution.

One key component of this project is wireless connectivity. Not only does it enable Wanda Plazas to provide wireless coverage, it also provides location information that can help track shoppers' positions indoors, including when they enter and leave stores. By analyzing this data, Wanda Plaza can integrate online and offline shopping experiences.

Connecting with Cisco

After a strict selection process, Wanda decided to adopt the Cisco Connected Mobile Experience (CMX) solution to complete the third phase of its O2O project in 22 Wanda Plaza buildings. The customized Cisco solution combines Cisco strengths in wireless technology and takes advantage of its CMX solution for accurate location data from wireless access points throughout Wanda Plaza.

By collecting, mining, and analyzing Wi-Fi data, Wanda can segment customers more accurately through analysis of their consumers' behaviors, including consumption behavior and common practices.



Wanda Plaza uses Cisco Connected Mobile Experience to Transform Its Commercial Properties

With digital technology, Wanda Commercial Properties:



Delivered customized marketing information to shoppers to drive traffic and improve experiences



Increased value of commercial properties by using business intelligence to boost growth



Integrated online and offline shopping experiences as an industry leader in offline to online (O2O) practices

By collecting, mining, and analyzing Wi-Fi data, Wanda can segment customers more accurately through analysis of their consumers' behaviors, including consumption behavior and common practices. Wanda can clarify what interests or hobbies drive different groups, which allows the company to launch targeted marketing plans. The new marketing business model uses this intelligence to push customized information to customers that increases consumption, enhances user engagement, and improves shopping experiences. These advanced services increase customer traffic, bringing tremendous growth to commercial properties and making properties more attractive to buyers.

Innovative collaboration

Wanda Group thinks highly of its collaboration with Cisco. As an industry-leading solutions provider, Cisco offers Wanda Commercial Properties a perfect

O2O mobile Internet solution through its excellent technologies and worldwide practical experience. Wanda expects to continue its collaboration in the future as a leader in the industry with innovative O2O practices that improve customer experiences while transforming and adding value to commercial properties.

Cisco has long been committed to the creation of greater commercial value through disruptive innovations and customer-centered concepts. Wanda's O2O program network represents one successful application of the Internet of Everything (IoE) technology to intelligent solutions. Cisco looks forward to continued participation in Wanda's project by delivering the most advanced products and technical solutions as user demand grows over time.

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