

Press Release

IKEA and QIVOS are developing a real-time proximity marketing platform for the Horizon 2020 research program

IKEA Greece, member of Fourlis Group and one of the largest retail companies in Greece, in collaboration with **QIVOS (formerly CLOUDBIZ)**, top marketing technology agency, participate in the EU research program "**Horizon 2020**" by developing technology and solutions related to real-time proximity marketing, enabling real-time interaction with consumers while they are in a physical store.

On the occasion of Horizon 2020 and special program **CloudDBAppliance**, QIVOS, in cooperation with IKEA for its stores in Greece, has undertaken the design of a technologically advanced platform that will allow the development of personalized offers, by analyzing a huge amount of data in real time.

Through this platform and with the parallel use of beacons in stores, loyalty management services evolve and become proactive by using real-time analytics. In this way, consumers will now be able to receive real-time updates on loyalty benefits, such as personalized discounts, promotions, etc., based on the products they have just selected, their profile and their preferences.

IKEA is constantly looking for solutions and advanced technology in order to deliver the best possible service and meet the needs of its customers, facilitating their purchases at the same time.

QIVOS constantly invests in the design of innovative technology services and customized CRM / loyalty solutions that aim to enhance customer experience at any point of contact, based on their individual needs, preferences and purchasing habits.

Horizon 2020 is the biggest EU Research and Innovation program with nearly €80 billion of funding available over 7 years (2014 to 2020) and promises more achievements, discoveries and innovations to be transported from the laboratory to the market. CloudDBAppliance (2017-2020) program is part of Horizon 2020 and aims to create a device with a highly scalable business database with analytical capabilities utilizing a new super efficient storage engine. This project involves 8 companies, 6 countries and 3 university institutes form all around Europe.

More information about QIVOS:

QIVOS is a member of FF Group. Founded in 2004, it has its headquarters in Athens. The company operates successfully in eight countries and its workforce consists of 70+ employees of high skills and knowledge. Following a customer-oriented approach, QIVOS implements loyalty reward projects, providing innovative and effective loyalty management services that actively contributes to the increase of sales and maintains customer database for each company. For more information, please visit <http://www.qivos.com>

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