

## **INTERNET OF THINGS: CARMILA AND THE IoT VALLEY – A WIN/WIN PARTNERSHIP**

*Spotlight on the roll-out of the first IoT projects implemented at Carrefour shopping centres*

**Carmila, Carrefour's shopping centre management company and the IoT Valley, an ecosystem of companies dedicated to the Internet of Things based in the Toulouse region, have been deploying new IoT services and solutions together since September 2017. The aim is to improve the customer experience in shopping centres. We take a look at some of the first projects implemented.**

How can objects share information and interact with visitors in order to improve the quality of the customers journeys through shopping centres? That's the question that Carmila and the IoT Valley have been trying to answer.

Since it was created in 2014 by Carrefour and a number of major investors, Carmila has adopted an innovation **strategy designed to enhance the retail experience** across all of its assets, most of which are leaders in their particular catchment areas. This involves entering into partnerships of convenience with its partner Carrefour Property at local level. These partnerships are designed to meet the needs of direct clients – retailers operating in the shopping centres, – as well as those of end customers – consumers.

Carmila is well established in the Toulouse region with a regional office as well as several shopping centres (including Labège 2). Working alongside the IoT Valley was therefore an obvious choice – they serve as a business accelerator for start-ups as well as more established companies, and can provide bespoke project management services.

By joining the IoT Valley in September, Carmila's and Carrefour Property's teams have demonstrated their ability to create fully-fledged synergies with start-up companies, focusing on two areas of work:

- ❑ **optimising** the customers journeys and the way in which assets are operated (maintenance, energy, etc.),
- ❑ **creating** new services designed to meet the aspirations of tenant retailers and – ultimately – consumers' expectations.

To date, **9 IoT solutions** developed by start-up companies incorporated into the IoT Valley have been implemented at Carmila shopping centres :

**UBIGREEN:** Carmila has deployed Ubigreen Energy's solutions at two pilot sites in the Toulouse region – Labège and Auterive (Haute-Garonne in the south-west). These solutions control, manage and optimise the energy performance of buildings and equipment in real time. By incorporating these systems into its buildings, Carmila automatically receives data about electricity, gas and water use so it can control and improve the energy performance of both of these assets.

**PARKISSEO:** Co-designed by Carmila, PARKISSEO and the IoT Valley, OptiSilo is a system for counting cars entering and exiting car parks. It provides real-time information about customer numbers at a given site.

**AXIBLE:** In order to make relationships between the shopping centre's management teams and the store managers easier, Carmila has fitted 100 stores at the Labège 2 and Purpan shopping centres (Haute-Garonne region) with QUBs. Thanks to these connected objects, retailers can send information about a technical problem, for example, request a meeting or simply share their satisfaction – all simply by double-tapping one of the QUB's six sides!





In order to educate the general public about the Internet of Things, Carmila and the IoT Valley have also opened up a **special area for start-ups** at the Labège 2 shopping centre. As a showcase for their knowledge and expertise, this area focuses on their innovations, offers and products. Customers can currently come and find out about solutions developed by the following start-ups: **Thingz, LCB Industries and Sigfox**

Other projects resulting from this collaboration are currently in development. They are supported by the technical infrastructure deployed by Carmila and Carrefour Property at shopping centres which – with the help of extremely high-speed Wi-Fi – provides excellent connectivity. This partnership is also made possible by the teams involved: Carmila and Carrefour Property have put together an internal cross-functional team for integrating the IoT solutions from their design phase through to their day-to-day use.

*"It's a real pleasure to work jointly alongside the IoT Valley's teams and start-up companies, and to see just how much doing so can drive all of our creativity, agility and innovation. The support provided by the IoT Valley means that we can dramatically increase the speed of our business strategy, quickly and accurately meeting the needs of retailers in our shopping centres, as well as those of our customers",* **says Thomas Poitau, Head of Innovation at Carmila.**

*"Right from the outset, we have the conditions that are fundamental for the success of this first year of partnership. First, we brought together Carmila's and Carrefour Property's business departments at a bespoke workshop in order to meet their priority needs. Then Carmila used a decision diagram to release experimentation budgets for testing our start-ups' solutions across a limited perimeter. Finally, we introduced weekly tracking, with agile project management tools that we have developed. Carmila is the very embodiment of the company that adapts at the same rate as a start-up company in order to "test and learn" quickly. A working methodology that we now recommend for all of our new partners"* **emphasises Emilie Dubourgel, Head of Partnerships at the IoT Valley.**

This collaborative strategy means that Carmila and the IoT Valley can work together so as to understand the realities of the marketplace, forecast emerging needs and take up the challenges of both today and the future.

#### **ABOUT THE IoT VALLEY**

Based in Labège, on the outskirts of Toulouse, the IoT Valley was created in 2009 in order to bring together mature companies and start-ups around a shared aim: develop a unique ecosystem for the Internet of Things and its national and international influence. Serving as both a means of showcasing the excellence of its members and as an open community of entrepreneurs who believe in the same values of sharing and innovation, the IoT Valley generates collective growth based on sharing resources and expertise, and on collaborations, the aim being to foster new companies and write the success stories of the future. To do this, it is structured in a special way. The Connected Camp is a start-up accelerator that specialises in the IoT sector: during a nine-month integration period, it supports projects right up until the industrialisation phase and the first B2B contracts. Created and chaired by Ludovic Le Moan, CEO of SIGFOX, the IoT Valley groups together around forty or so companies employing more than 600 people. [www.iot-valley.fr](http://www.iot-valley.fr)

#### **ABOUT CARMILA**

The third largest listed owner of shopping centres in continental Europe, Carmila was founded in April 2014 by Carrefour and a number of major institutional investors, the aim being to increase the value of shopping centres adjoining Carrefour hypermarkets in France, Spain and Italy. Driven by a fully-fledged retail culture, Carmila's strategy involves helping retail brands to bring in customers, by offering them targeted local and digital marketing solutions based on their excellent knowledge of each catchment area and expertise in high-performance digital tools. In partnership with Carrefour Property, a subsidiary of the Carrefour Group with real estate expertise, Carmila can also create high-quality customer routes, working alongside local partners to deploy innovative, high added-value projects to benefit both retailers and visitors. Carmila is listed on the Euronext Paris under the CARM symbol. It benefits from the specific tax regime for listed property investment companies ("SIIC"). [www.carmila.com](http://www.carmila.com)