



STARHUB BUSINESS

Digital Solutions

An ecosystem to encourage organisations unlock opportunities for digital transformation and sustainability.





Digital Services Unit Introduction

StarHub's Digital Service Unit (DSU) offers digitalisation, sustainability, analytics, and managed services to support customers' enterprise strategy.

These solutions enable companies to create secured, hyper-connected workplaces and empower smarter, faster workforces.



100+ TEAM
MEMBERS



25% R&D



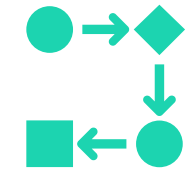
Mobile Applications



Enterprise Application
Development



Data Platform
& Analytics



Process / Workflow
Automation



Green Tech



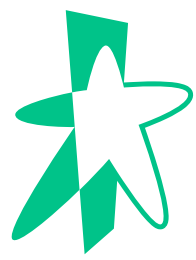
IoT Solution



Digital Retail Solution

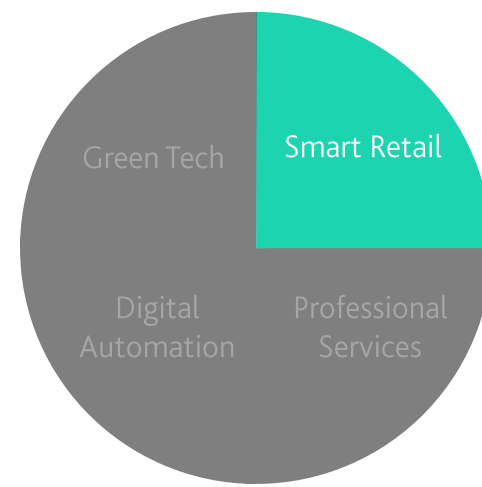


Club Management

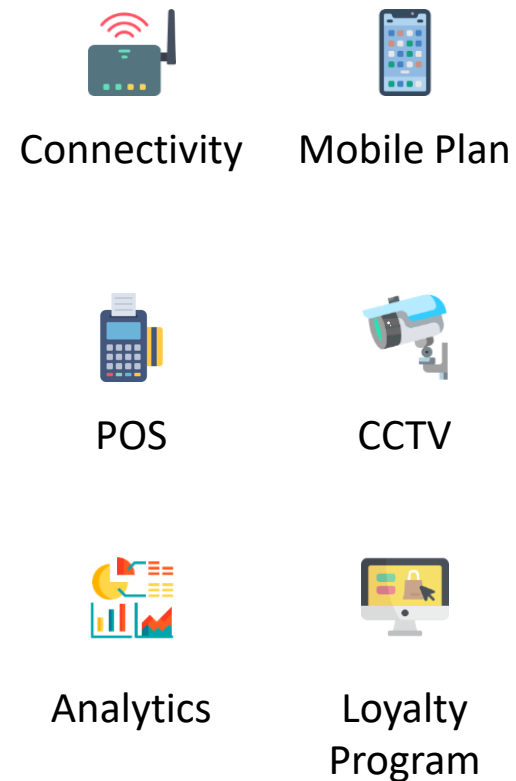


Digital Retail Solution

An ecosystem to uplift the customer experience, provide insights and tools for retail operators to generate more value for tenants (outcome to be aligned between SMRT & StarHub).



Retail-as-a-Service



Telco Data

Demographics & Persona



Interests & preferences



Life moments



Digital Data



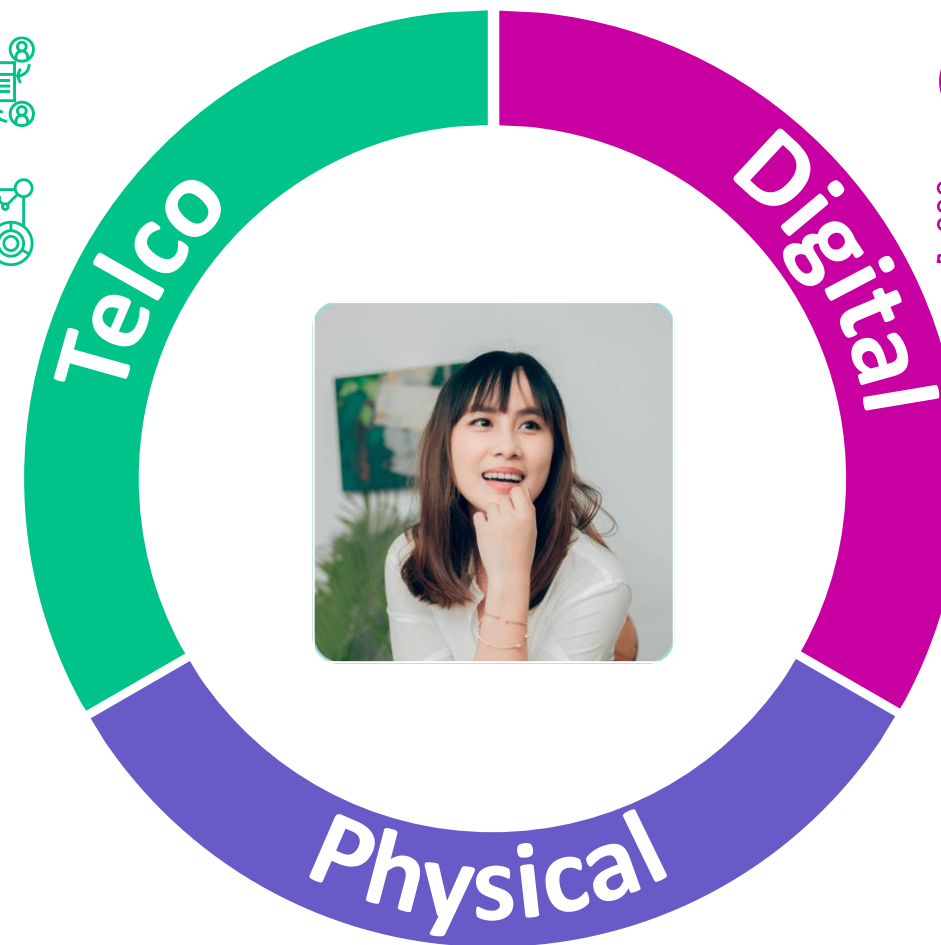
Sales Transaction



Customer Conversion



Inventory



Physical Data



Video Analytics



Footfall



Dwell Time

Outcome

Customers

Customised Engagement
Refreshing Shopping Experience

Retailers

Augmented measurement & insights
Optimised Marketing success
Boost Sales

Landlords

Incremental Target Footfall
Ecosystem collaboration
Sustainable value creation

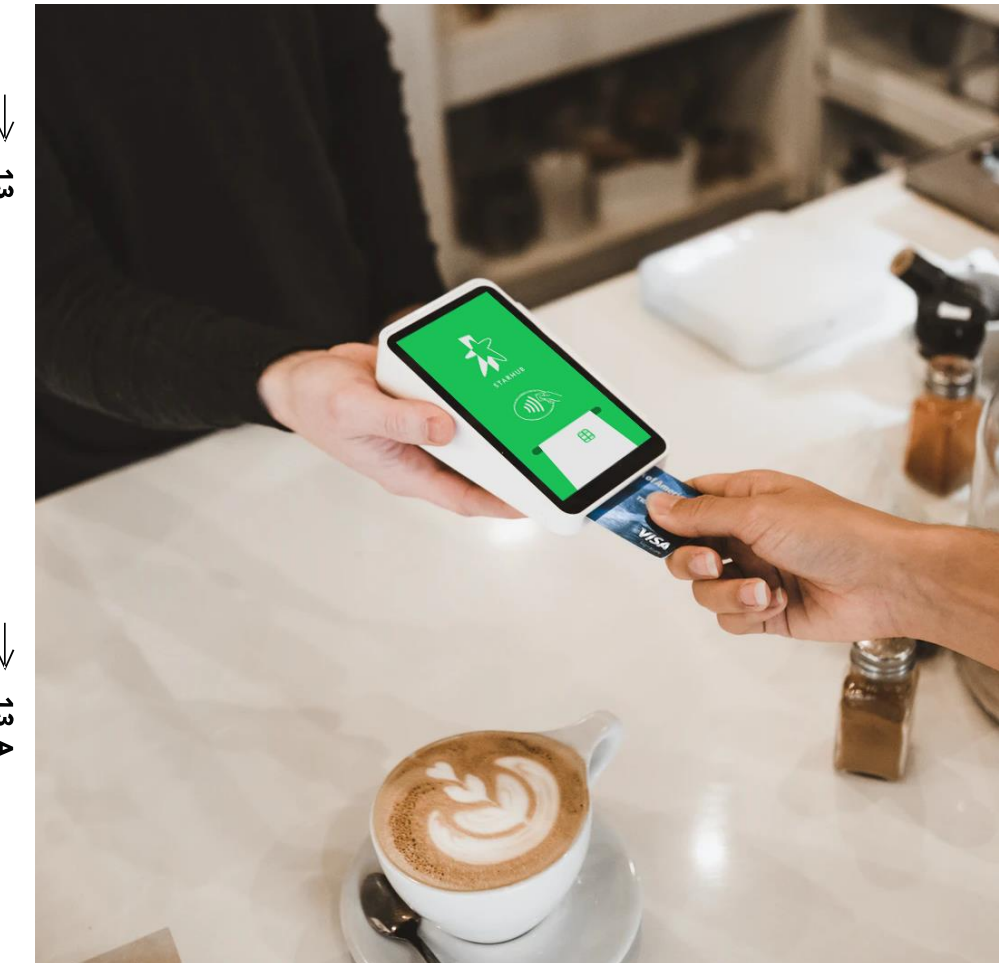


Smart Retail

PERSONALISED PURCHASE JOURNEY IS THE WAY TO GO

StarHub aims to provide merchants and business owners real-time shopper analytics in order to personalise customer journeys and boost sales conversions.

This objective is to bring memorable and meaningful experience to propel customer loyalty and gain wider traction. It covers end-to-end touchpoints (digital & physical) to provide holistic business insights.



FILM NEGATIVE



FILM NEGATIVE

NEGATIVE



Standalone POS System



POS



Loyalty
Program



Digital Data



Sales Transaction



Transaction History



Site Volume



Outcome

Retailers



Boost Sales



Track
Campaign Success

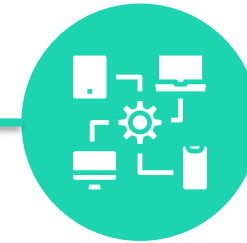
Landlords



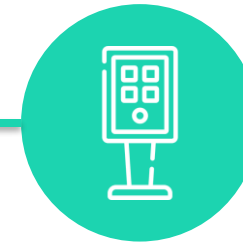
Rental
Justification



StarHub POS



Seamless integration with loyalty program



Supports Omnichannel POS, mPOS, Selfservice Kiosk, online menu



Insights based on sales information
To identify persona at retail store and mall level



Customer 360





Exclusive Promotion for Stellar Lifestyle Hive New Tenants

Scan the code and check out the exclusive Business Wireless Broadband and Digital Service Solutions promotion to help you kickstart your business.





Thank you!

→ 13

→ 13 A



FILM NEGATIVE

FILM NEGATIVE

→ 14

→ 14



NEGATIVE