



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



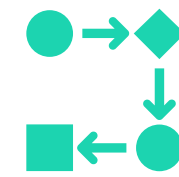
Mobile Applications



Enterprise Application Development



Data Platform & Analytics



Process / Workflow Automation



Green Tech



IoT Solution



Digital Retail Solution

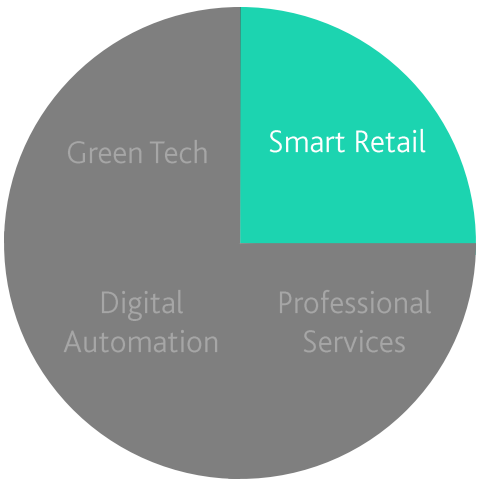


Club Management



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).

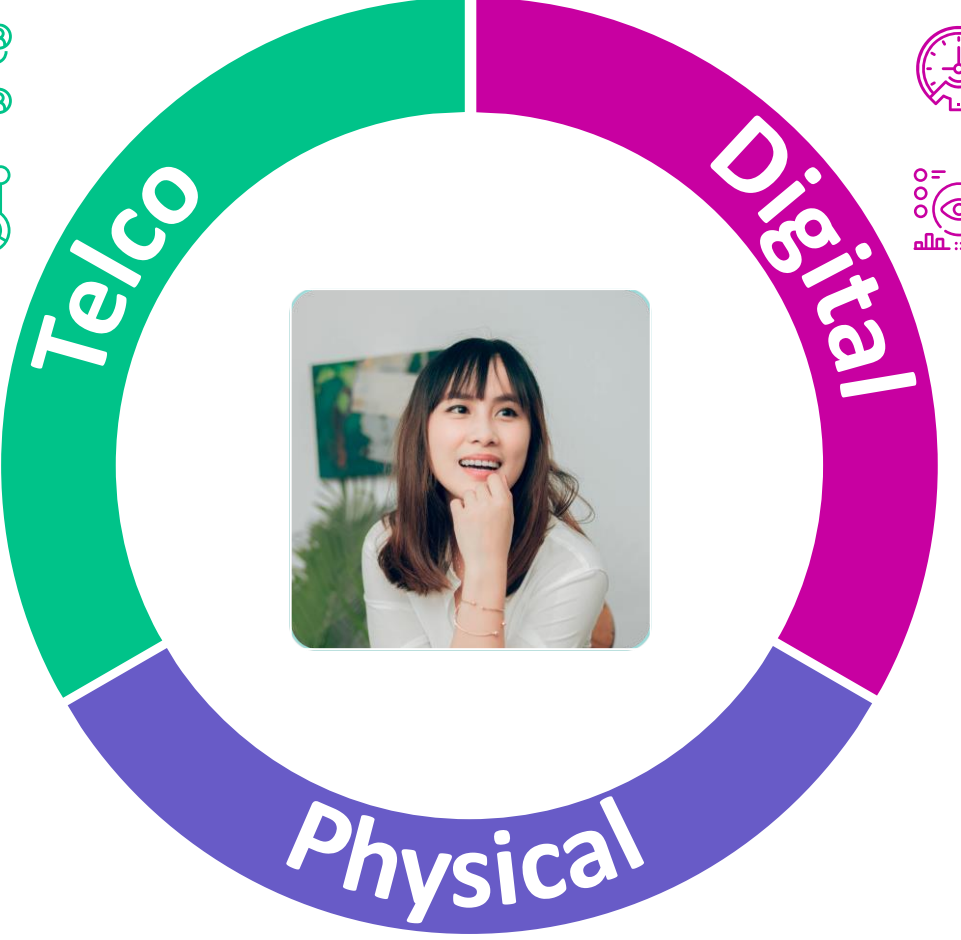


Retail-as-a-Service

- Connectivity
- Mobile Plan
- POS
- CCTV
- Analytics
- Loyalty Program

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

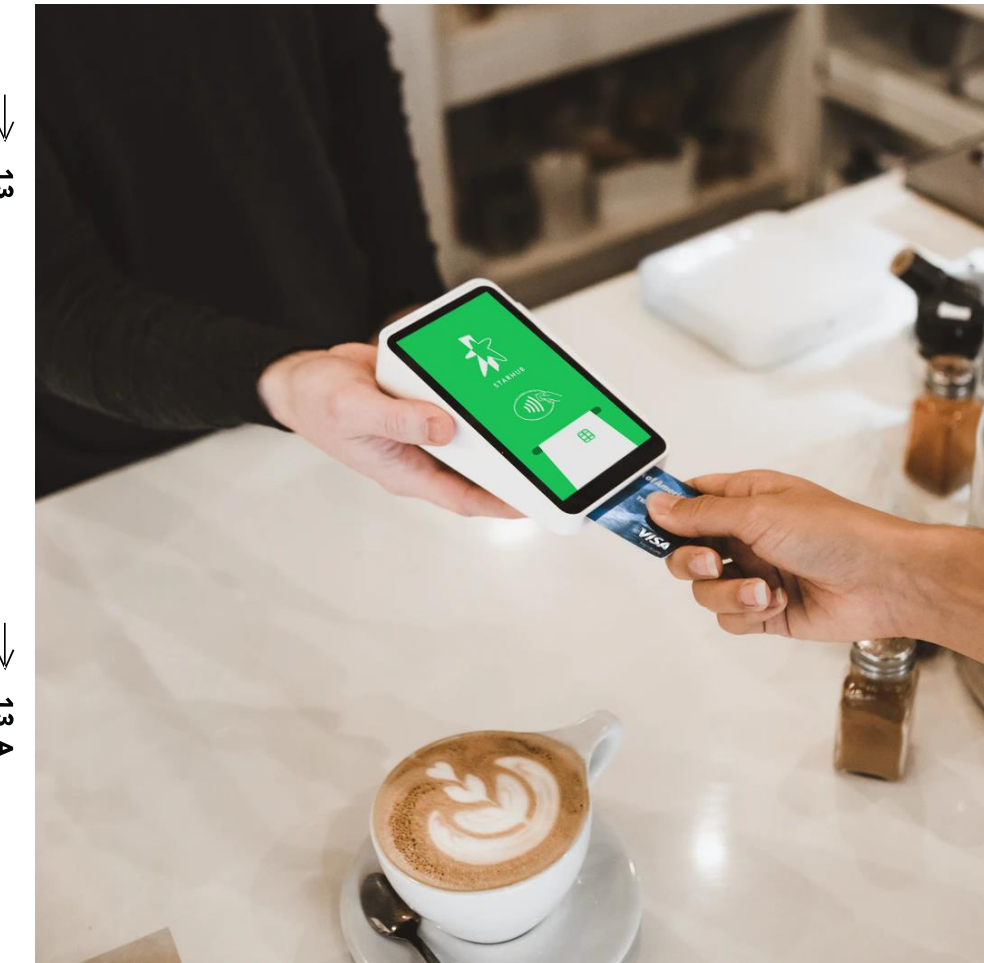


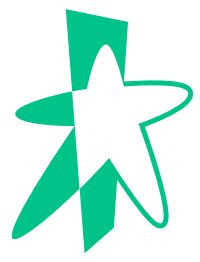
Smart Retail

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.





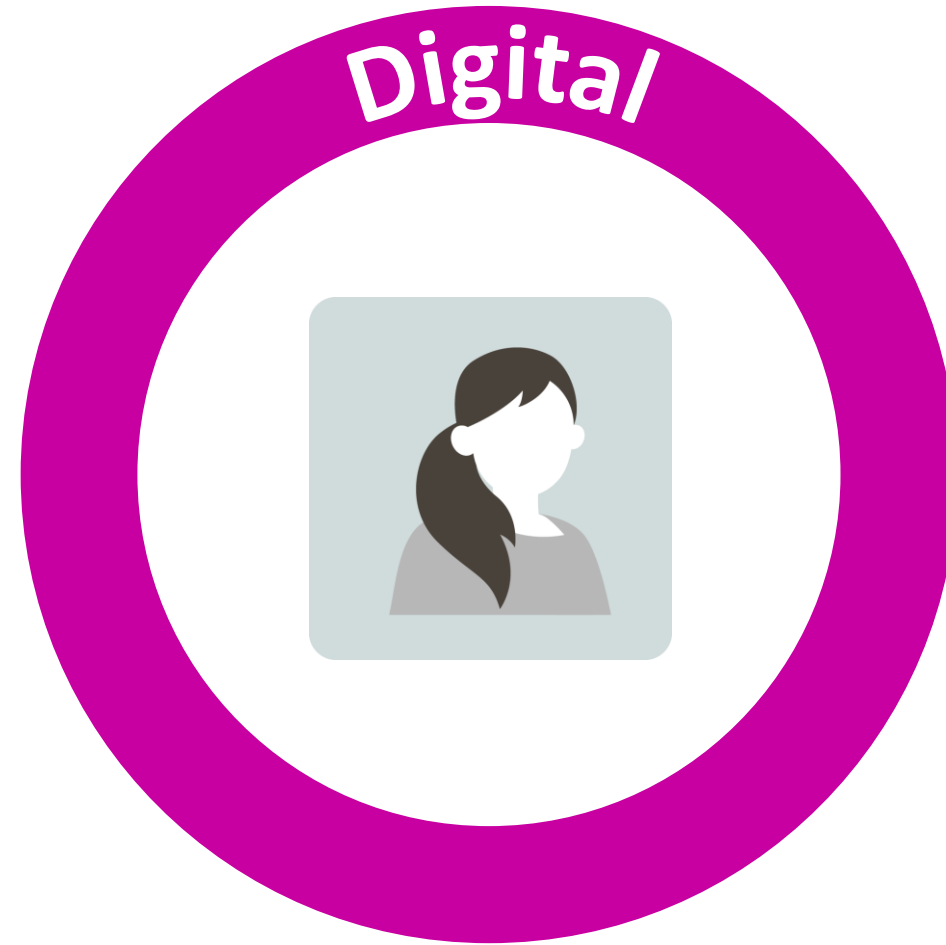
Standalone POS System



POS



Loyalty Program



Digital Data



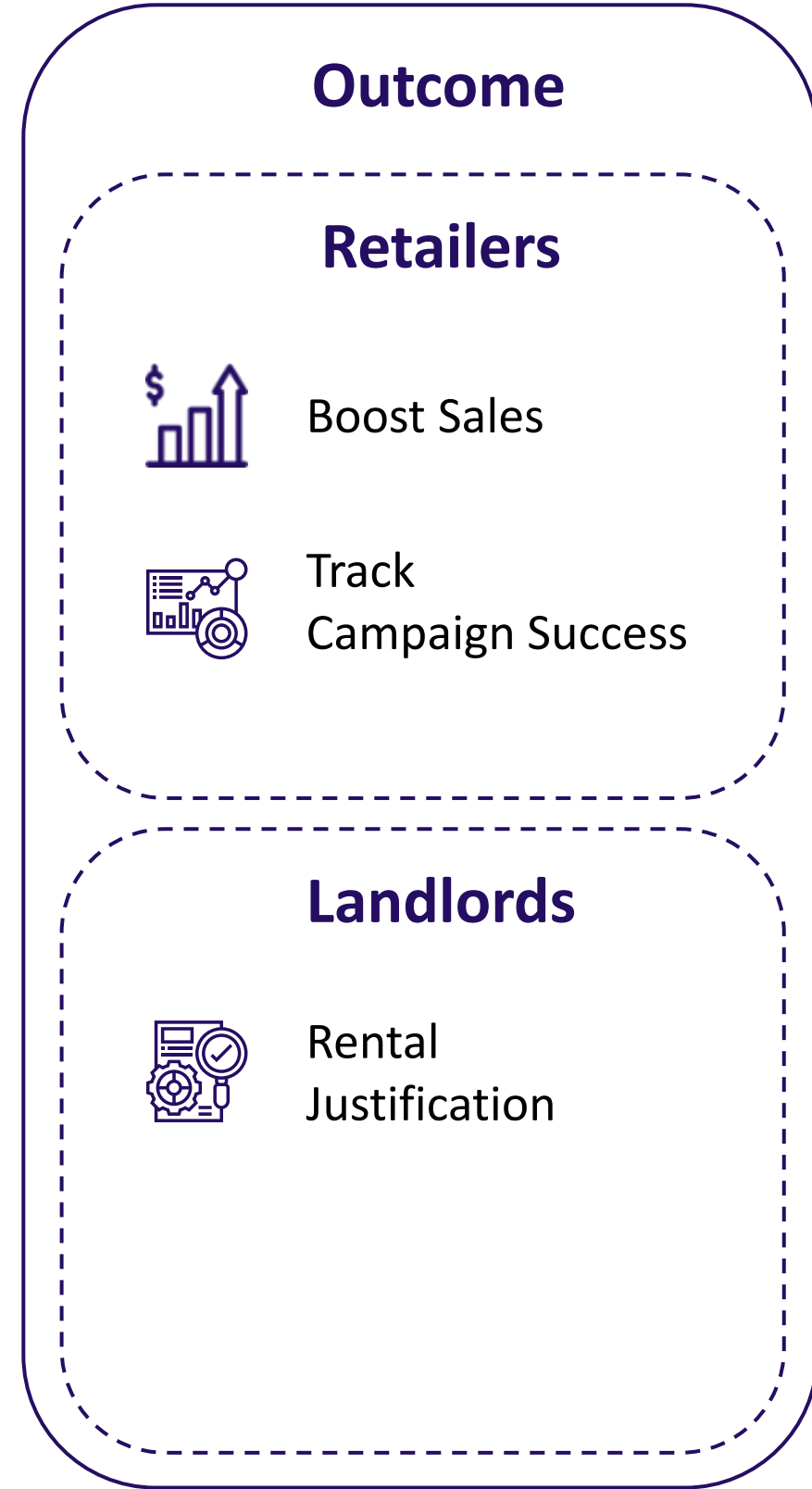
Sales Transaction



Transaction History



Site Volume



Outcome

Retailers



Boost Sales



Track Campaign Success

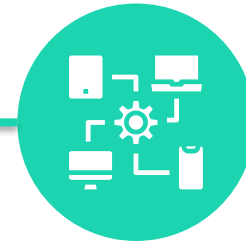
Landlords



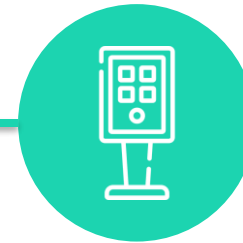
Rental Justification



StarHub POS



Seamless integration with loyalty program



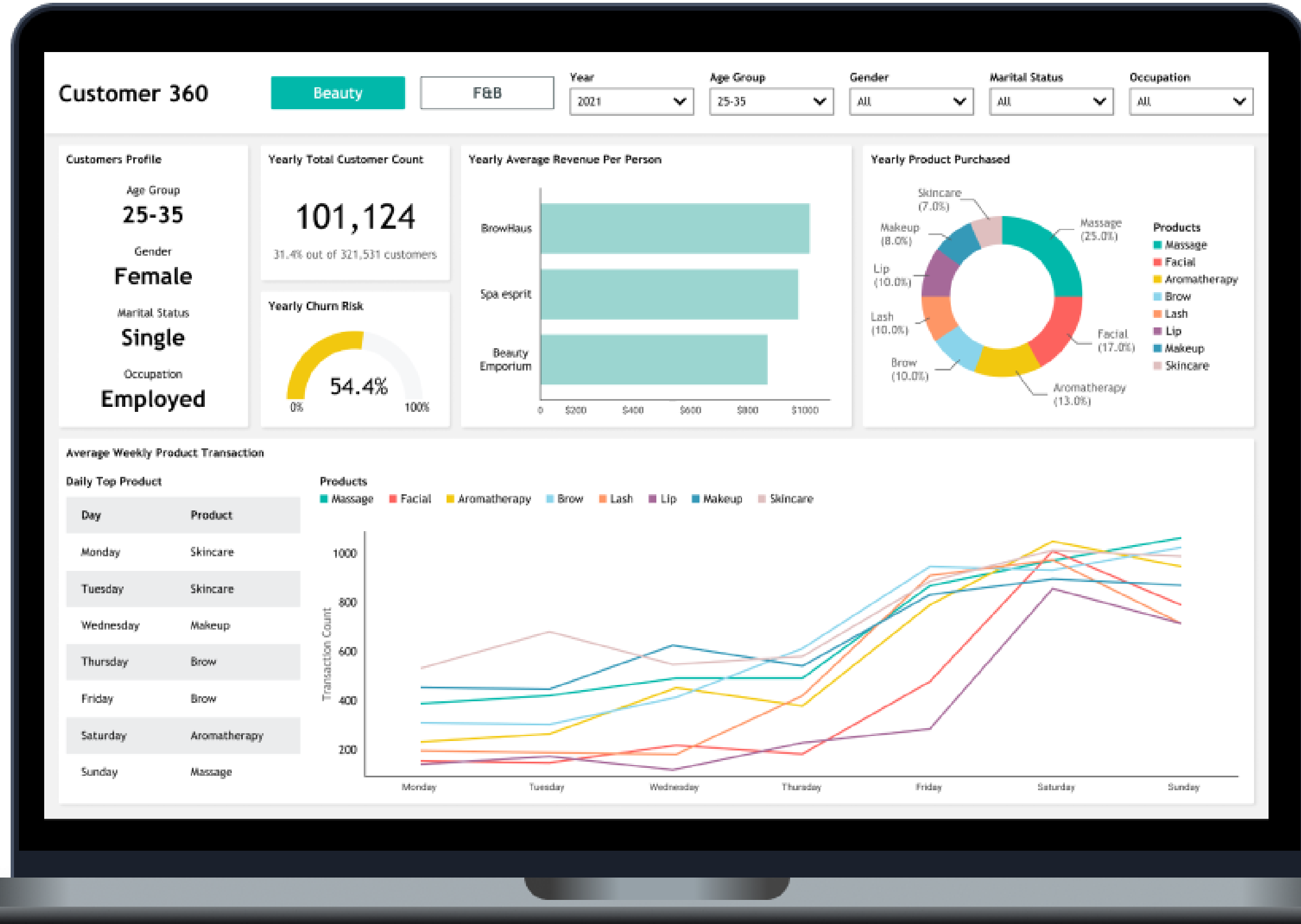
Supports Omnichannel POS, mPOS, Selfservice Kiosk, online menu

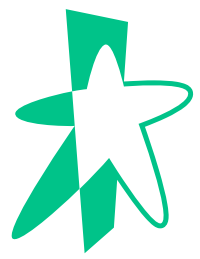


Insights based on sales information
To identify persona at retail store and mall level



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

NEGATIVE

→ 14