

4<sup>th</sup> International Conference on

# BIG DATA ANALYSIS AND DATA MINING

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## Disrupting retail analysis with patent applied Wi-Fi based advanced analytics solution - BonAir

In recent years, the increasing importance of big data has also led to big expectations. Particularly with the introduction of the concept of Internet of Things (IoT), each object is linked to the internet and with the continuous increase in mobile and digital applications and services; data has been gathered at a surprising rate from various sources. When used and evaluated correctly, data has become a crucial competitive weapon, so in the technology world, data is frequently expressed as new gold or new oil. However, data does not represent a value by itself; value is formed as a result of processing data to solve a unique problem or fulfill a need. BonAir makes sense of big data by analyzing the data collected from customer visits, customer behaviors and customer profiles and uncovers the potential of big data and lead to provide competitive advantages for clients. BonAir is a disruptive technology innovation that understands and analyses in-store customer behavior (wait time, service time, visit frequencies etc.) without being connected to any Wi-Fi, or open Bluetooth or without having a smart phone application. With its unique technology, BonAir aims to perform real-time behavior-based analysis. Based on their needs, customers can be directed at the right time to the right location with optional app integration as well. BonAir solution is currently the widest Wi-Fi based analytics network in Turkey with more than 5.000 sensors deployed in the field. Some of the clients include Akbank, Benetton Turkey, BMW Turkey, Skechers Turkey, Lacoste Turkey, Burberry Turkey, etc.

### Biography

Ergi Sener began his career as the Co-founder and Business Development Director of New Tone Technology Solutions in 2007 with the partnership of Sabancı University's Venture Program. Between 2009 and 2013, he worked as a CRM specialist at Garanti Payment Systems and as a Senior Product Manager in the New Technology Business Division of Turkcell. In 2013, he joined MasterCard as a business development and innovation manager for emerging markets and managed the SEE cluster. He was also one of the Co-founders and the Managing Director of Metamorfoz ICT. He is currently acting as the CEO of Bonbon Tech - the biggest IoT focused new generation analytics company of Turkey.

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