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Partners' Success Stories: bigboXX

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About the Company

BigboXX is a wholly owned subsidiary of Cheung Kong Hutchinson Holdings. BigboXX primarily deals in B2B operations with diversified products offering. BigboXX mostly operates through e-commerce under Hutchinson Holdings. BigboXX is one of Hong Kong's largest business supplies provider and aims to expand the depth of their offerings into complete one-stop business solutions.



bigboXX

“I have considered other people counting solutions though their product does not align with our vision.”

- Esther Tsang
bigboXX Senior Manager

Current Status

- Installed over 10,000 counters across 10 different countries
- Partnered for over a year
- Installed Footfallcam in a majority of Watsons Personal Care Stores
- Earned an average of \$3,500,000 in 2016 solely from Footfallcam

Opportunity

Prior to the collaboration with Footfallcam, BigboXX offered various business solutions and primarily deal in lighting fixtures for retail shops. BigboXX wanted to expand the offerings of their technological product and wanted to be a one stop comprehensive solution for all retailing needs. BigboXX had experimented with other people counter solutions though they were lacking in features, and were not suitable for all store environment. The other counting solutions failed align with the goals of BigboXX and provided many diverse counters for different store environment, unlike Footfallcam. Footfallcam is a one stop solution that is suitable in all store environment, with a combination of multiple metrics.

Business Model

One challenge faced by BigboXX was the lack of human resources. BigboXX was a large company that provided over a thousand products catered to business solutions. BigboXX lacked the human resources and labor they needed in completing the installation process and verification process of Footfallcam. Footfallcam assisted BigboXX in this dilemma by providing our own local installer and training the installer to be capable of installing the counters. We also oversee the entire installation process to ensure that there would be no error. Furthermore, we provided aid to BigboXX in updating various spreadsheets and keeping track of the total number of counters installed for their clients. We cross check the data on counters installed provided by BigboXX in accordance with our server software to ensure that the data provided were genuine.

Value Proposition

BigboXX chose Footfallcam over other people counting solutions in the market due to the accurate and reliable data that is generated with the incorporation of stereoscopic vision. BigboXX needed genuine counting data for one of their client, A.S Watsons Group. We assisted BigboXX by creating a proposal to present to Watsons. BigboXX was satisfied with how we were able to work in conjunction with them in persuading Watsons group. BigboXX was also impressed by how meticulously we listened to their needs formed a solution that is suitable for them. Furthermore, BigboXX had tested Brickstream and found the features available to be adequate. Brickstream lacked the multiple wi-fi counting metrics and reporting functions that Footfallcam have.

Responsibilities

As an authorized reseller, both Footfallcam and BigboXX take on different responsibilities. The various responsibilities range from supporting customers, seeking potential clients, and assisting in the installation process of new Footfallcam.

BigboXX

- ✓ Prospective Client Seeking – BigboXX was responsible to find their own clients that would be interested in Footfallcam.
- ✓ Reporting – BigboXX is responsible for reporting to their own customers on the status of their progress in installation and the verification progression.
- ✓ Proposal – BigboXX with the assistance of Footfallcam drafted a proposal to be used for all of their potential customers with complete details in regards to tax settlements and pricing arrangements.
- ✓ Workflow Progress – BigboXX is responsible to illustrate the workflow and progression of the rollout for Footfallcam too their clients.
- ✓ Relationship Management – BigboXX presented proposals to their customers and held meetings with customers post-installation. BigboXX questioned their clients on the satisfactory level, and suggestions on improvement.
- ✓ Invoicing – BigboXX dealt with the payment of their clients. BigboXX pursued their customers when payment was delayed.

Footfallcam

- ✓ Reporting – Footfallcam occasionally host Skype meeting with BigboXX to update the on the status of all the counters that have been newly installed and verified. Footfallcam ensures that all counters installed are verified with an accuracy of 90% within just 14 days of installation.
- ✓ Sales Lead Passing – Footfallcam redirect all sales lead from the Hong Kong to BigboXX to handle.
- ✓ Full Support – Footfallcam provided complete support to both BigboXX and the customers of BigboXX in ensuring that their counter is operating with full functionality.
- ✓ Continuous Monitor – Footfallcam monitored the counters on behalf of BigboXX and liaise with the individual stores directly in attempting to help those stores fix their counters caused by loss of internet connection or power cut.
- ✓ Project Manage – Footfallcam worked with the clients of BigboXX and drafted a schedule and roadmap for installation process.

Customers of BigboXX



The Perfume Shop – 1300 Units



Watsons Personal Care Store – 8700 Units



ParknShop – 250 Units



Marionnaud – 300 Units