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FUTURE SPACE

A Spanish company specialising in the development of software products and services. It provides its customers with solutions that enable them to improve their business and decision-making processes. It works with technologies such as artificial intelligence or graph processing.

www.futurespace.es

FS LOYALTY-DISCOVERY

This platform enables the **development of loyalty ecosystems for citizens**, through which they can enjoy benefits, experiences and products offered to them by businesses associated with the programme proposed by the Administration.

The platform is based on the concept of a coexistence model that, on the one hand, supports traditional loyalty models and, on the other hand, creates an innovative multi-brand ecosystem.

It provides:

- **Citizen behaviour analytics capabilities**: both contextual marketing and content discovery capabilities, based on mobile device behaviour, and information in open source publications (social networks)
- **Module for the management and customisation of recommendations** based on algorithms and models of user similarity, content similarity and collaborative filtering
- Module for **managing virtual currencies** associated with products and events
- **Multichannel campaign manager**

- **Mobile SDK compatible with Android and iOS platforms for the capture and analysis of user behaviour** on their mobile device through the installation of the Administration app, or creation of the app, if it doesn't exist
- **Management module sending rich push notifications** compatible with Android and iOS platforms
- **Module for retrieval of information associated with geographical coordinates**. Commercial procurement, commercial categories, cadastral information and open data
- **Administration portal**, both for the Administration to manage the businesses and for the business itself to create offers and capture targets

Scope of smart destination application

Technology

Governance

Solutions for destinations in the following areas

Type of solution